

LEADING LIFE INSURANCE WEEKLY

# The National Underwriter

LIFE INSURANCE EDITION

THURSDAY, JULY 20, 1922



**NEW HOME OF THE GREATEST ILLINOIS COMPANY**  
Corner Lake Shore Drive and Scott Street

Land and Building Owned and Occupied Exclusively by the

## ILLINOIS LIFE

*Admitted Assets, December 31, 1921 . . . . . \$19,413,846.72*  
*Payments to policyholders and beneficiaries since organization 21,566,983.06*

### FIVE YEARS RECORD

	Year Ending Dec. 31, 1916	Year Ending Dec. 31, 1921	INCREASE
Interest Income. .	\$ 620,562.65	\$ 991,613.43	\$ 371,050.78
Premium Income. .	2,419,486.91	3,818,060.43	1,398,573.52
Admitted Assets. .	12,946,337.03	19,413,846.72	6,467,509.69
Insurance in Force	80,280,589.82	136,485,045.27	56,204,455.45

## ILLINOIS LIFE INSURANCE COMPANY

CHICAGO

James W. Stevens, President  
GREATEST ILLINOIS COMPANY

# Right Thinking

Under the present conditions requiring hard selling to get business, it is the quick, straight thinking men and organizations that are making a showing. First of all there must be a sound knowledge of the commodity dealt in and its best uses. And no less important is a nimble facility in bringing all of that knowledge to bear on whatever circumstances arise.

It is such sound knowledge and right thinking that is putting the

Central Life in favor with agents.

The local salesmen who think fast and sure readily sense the progressive personality of this growing company and see in it a distinct asset to their offices. They appreciate the attitude they find there. The company is managed by experienced underwriters who know the agents' problems from personal experience. They bring to the agent a firm backing in result-getting action that does not waste time in fruitless floundering.



**OTTAWA, ILLINOIS**

# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Sixth Year. No. 29

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, July 20, 1922

\$3.00 per year, 15 Cents a Copy

### MORE BIG CASES ARE BEING WRITTEN TODAY

Inheritance Taxes Furnish the Main Argument that Clinches the Business

### ESTATES ARE PROTECTED

More Corporation and Partnership Policies Are Being Placed Than for Some Time Back

Life insurance men who are dealing with the larger cases say that more business is being written today than for sometime past. Most of these large cases are developed from inheritance tax arguments. Many states have increased their inheritance taxes until today the drain on an estate is something to take into consideration.

Life agents say that when an estate reaches \$100,000 a man becomes vitally interested in what effect the federal estate and the state inheritance taxes will have on it. In addition to these demands there will be income tax and the property tax to take care of aside from other obligations that are always incurred at time of death. Altogether a big hole is made in an estate on account of these several factors that come into play. The greater the estate the larger the percentage the federal and state governments take as their toll.

#### Older Men Take Policies

In a number of cities recently there have been men past 65 years of age that have been written for life insurance solely to provide funds for state and inheritance taxes. Naturally when a man reaches that time of life he is not interested in life insurance as an estate creator or as personal protection. However, when one sees the terrific inroads that will be made on his estate and it is apparent that the program he has mapped out cannot be carried through on account of the deductions that will be made he finds that life insurance is about the only agency he can employ that will enable him to keep his accumulations intact.

#### Demand for Business Insurance

Aside from insurance taken out to cover inheritance taxes, there has been an increasing amount of business insurance written this year following the amendment to the internal revenue act which put business insurance on the same basis as personal life insurance, so far as the application of the income tax law goes. It can be said with truth that life insurance in business is becoming more and more popular. As business relationships become more important and men of superior mold become more valuable in their organizations, stockholders and directors appreciate the disaster that death would bring. In order to maintain credit and

### MONEY RATE IS LOWER

#### LESS INTEREST ON MORTGAGE

Life Companies Say That the Federal Loan and Joint Stock Banks are Stiff Competitors

Life companies that are in the farm mortgage field say that the rate of interest has declined a point or a point and a half in the last few months. Some companies were able to purchase mortgages from the loan agencies that ran as high as 7½ or 8 percent during the time that money was tight. The farm loan banks and the joint stock banks are offering to loan money at very reasonable rates. More life companies than usual are getting into the farm mortgage class. If a company can get 6 percent it is doing well. In some cases it can secure a trading advantage in dealing with the loan agencies especially where they are in need of money. They will sell a mortgage below par and thus reduce their own profits on the transaction.

#### Have Gotten Good Returns

Companies that have given special attention to their loan departments have been able to earn handsome yields in interest by taking advantage of the high rates that were offered from one to three or four years ago. The indications are that farm mortgages will not carry the high rates that they have in the past as the tendency is downward. Texas, Oklahoma, Kansas, Nebraska and Iowa are great fields for life companies as highly desirable mortgages are offered. Some companies are finding very good bargains in Georgia, Alabama and some of the other southern states.

enable the survivors to readjust a business, life insurance plays a most important part.

#### Silent Interest Causes Trouble

It has been found that the interest in a business that goes to an estate or to some person, perhaps a widow, causes much difficulty. When the man himself was on the job his contribution to the business was well worth while. On his death there is perhaps a silent interest. An interest of this character, especially in a concern of moderate size invariably means friction. Many cases are found where the widow, for example has been the beneficiary of a business. She is unacquainted with business affairs. She feels that she should draw just about the same amount of money that her husband had. The others in the management soon find they have a big problem on their hands and one accompanied with embarrassing features. If there is a lump sum of money left at death, this interest can be purchased without delay by others in the management or perhaps resold to young men who are coming on in the business. It is found where a silent interest of this kind continues in a small or medium sized concern the value of the business begins to depreciate at once.

### SOME CHANGE IS NOTED

#### FARM BUSINESS STILL DULL

Many Companies Are Shifting Their Agents From the Country to the City Territory

Life companies operating in the country districts find some improvement so far as new business is concerned, but they do not look for any marked change until fall when the farmers have sold off more of their crops. The railroad situation is causing much uneasiness in farm circles as the farmers fear that cars will be tied up and freight be banked up so that the crop cannot be moved as expeditiously as it should.

Many companies have shifted their agents from country territory to cities and towns. Life agents in the country say that the water has been wrung out of farm values and the farmers that are remaining are getting their financial affairs straightened out slowly. Farm tenants seem to be the worst hit. Where farmers are badly in debt they are having a hard time to pull through.

#### Disastrous Lapse Ratio

Farm business has had a very disastrous lapse ratio. Even where agents and companies have gone to the limit in trying to save business, it has been difficult to make headway because the farmers did not have the money to pay premiums.

Where companies are operating in towns or cities they claim that there is more snap to business. There are a number of lines that are thriving and are going ahead. While the smaller and medium sized companies to a large extent have kept away from the cities because of the higher expense of operation, the higher mortality, and undesirable brokerage, yet they feel that it is necessary now to court city business as it is there where people have the money to purchase life insurance at the present time.

### COMMITTEE NOW APPOINTED

President Hamburger Names Men to Decide on Time and Place for Next Congress

R. M. Hamburger, president of the Minneapolis Association of Life Underwriters, as president of the Northwest Life Insurance Congress, was authorized to appoint a committee of three to canvass the question of time and place for holding the next meeting of the Northwest Congress. Mr. Hamburger has announced his committee consisting of F. M. Flory, general agent of the Provident Life & Trust at Minneapolis; M. J. Dillon, manager of the Pacific Mutual Life at St. Paul, and O. G. Wilson, agency manager of the Bankers Life of Iowa at Des Moines.

#### No Prize Essay This Year

The National Association of Life Underwriters has abandoned the prize essay contest this year. Ever since the prize essay feature was inaugurated, the organization has kept up great interest in the enterprise.

### FIELD MEN ESTABLISH CHICAGO HEART CLINIC

Launch Organization Designed to Improve Physical Condition of Sub-standard Risks

### MEDICAL MEN DISAPPROVE

Make Severe Criticisms of Latest Move of Chicago Life Insurance Field Men's Club

A number of Chicago general agents are interested in the distribution of a letter by the Chicago Life Insurance Field Men's Club to its members in which the establishment of a heart clinic or medical laboratory is explained. The communication sets forth that arrangements have been made with Dr. E. H. Baker, under which substandard cases may be treated and so improved physically as to pass a life insurance examination. Knowledge of this move on the part of the Chicago agents' organization has evidently reached several home offices in the east, as Chicago general agents have been asked by their home office officials to more fully explain just what the Chicago Life Insurance Field Men's Club proposes to do. The letters from the east express concern over the project, and indicate that such offices as have learned of the establishment of the clinic in Chicago are disturbed over the danger that such a plan is felt to embody.

#### To Give Course of Treatment

For some time the officers of the Chicago Field Men's Club have desired to perfect some arrangement whereby substandard cases might be made more nearly normal. A number of the more prominent members of the organization declare that rejections are the bane of the rate book man's existence. It is contended that many underaverage cases can be successfully treated. Chicago agents who are enthusiastic over the establishment of a heart clinic assert that life companies frequently decline cases that might be written as normal if the prospect were intelligently treated. They become permanently benefitted. Under the plan which has already been put into operation the agent who encounters a prospect known to be substandard in any respect is permitted, if he is a member of the Chicago Life Insurance Field Men's Club, to take the applicant to the heart clinic for treatment. A thorough examination will be made and the source of the trouble ascertained. It is then proposed through a course of treatments to so improve the prospect's physical condition as to make him a proper subject for life insurance at regular rates if permanent benefit can be secured. It is declared by the principal advocates of the plan that many men regarded by life companies as underaverage from a physical stand-

(CONTINUED ON PAGE 17)

## INTEREST IN MEETING

### INVITATIONS TO COMPANIES

Committee of Denver Local Institutions Asks Officials to Attend the Conference This Week

Much interest is being taken in the conference of insurance commissioners and officials of insurance companies in western and southern states called by Commissioner Cochrane of Colorado, Superintendent Travis of Kansas, Superintendent Hyde in Missouri and Commissioner Forsythe of Wyoming to meet in Denver Friday of this week. Along with this invitation, a special invitation has gone out to company officials from J. R. Gardner, secretary of the Merchants Fire of Denver; R. V. Towner, secretary of the Western Casualty of Denver; I. I. Boak, head consul of the Woodmen of the World, and Clarence J. Daly, president of the Capitol Life of Denver.

The company conference is called for Thursday preceding the joint meeting the day after. The commissioners of the states west of the Mississippi have been invited and in addition those in Mississippi, Alabama, Louisiana and Tennessee. The officials of all the local companies in these states have been asked to go to the conference.

#### Object of the Conference

There has been much speculation as to just what the objects of this conference are. The invitation from the insurance commissioners states that it is to devise reasonable and legitimate methods for the upbuilding of insurance institutions in the respective states participating in the conference. Editor Cyrus K. Drew of the "Insurance Report" of Denver, has gotten out a special bulletin regarding the conference, claiming that it is called at the instance of the life companies that follow the "stock with policy" plan in order to bolster up their cause.

#### COL. TRAVIS GIVES VIEWS

TOPEKA, KAN., July 18.—There is a prospect of a new association of insurance commissioners or some radical changes in the policies of the present association as the result of a meeting of western commissioners called for Denver.

"I look for some important changes to be made in the national convention as the result of the Denver meeting," said Frank L. Travis, superintendent of insurance in Kansas. "We have been talking a lot and letting those eastern men get away with everything they wanted. Maybe now we will be able to change things."

Some of the western commissioners have been protesting against the alleged domination of the eastern commissioners. They have asserted that some of the eastern commissioners are under too great influence of the big eastern companies and that the western companies do not have a fair chance. It is asserted that eastern men dominate the committees of the convention and that the western fellows are not able to get even a reasonable hearing for their plans or suggestions.

#### Object to Examination Practice

It will be remembered that Col. Travis bolted the national convention at Los Angeles a year ago. At that meeting there was quite a "blow-up" from some of the western men about the influences controlling the convention. Mr. Travis has not been a regular attendant at the convention meetings since that time and he has threatened to withdraw entirely and to undertake the organization of a middle western conference. The latest thing to get some of the western commissioners stirred up is that some of the eastern departments have been making examinations of their home companies without calling in any other state department and then insist-

## POLICY LOANS BETTER

### SHOWING NOT UNFAVORABLE

Equitable of Iowa Makes Investigation Which Disproves Much of Agitation Against Practice

An interesting and valuable investigation on the experience under policy loans has been made by the Equitable Life of Iowa on all policies upon which loans had been made in 1915, following their career until the present time. Contrary to much of the recent agitation against policy loans, it was discovered that the experience was far from unfavorable and that the policyholders were being retained in unusually large numbers. It was found that only 31 percent of the policies had gone off the books by 1922. This was probably due to a great extent to the vigilance of the individual agents, but it indicates that a large part of this business can be retained.

It was also found that the policies with maximum loan showed twice as many lapses proportionately in the first year after the loans were made as policies with less than the maximum loan. This was one of the lessons taken from the investigation, that policyholders should be discouraged as far as possible from taking maximum loans.

The investigation further found that after the first year from the time the loan was made, the lapse rate is not much greater than the lapse rate on policies without any loan. The granting of a maximum loan was found to expose the policy to much the same chances of lapse as the issuance of a new policy. If when the insured requests a maximum loan, he can be persuaded to leave enough equity to provide for this next year's premium and interest, it is the belief of the Equitable of Iowa that the lapse ratio will be materially reduced.

#### Jacobshagen Advanced

Frank Jacobshagen, assistant secretary, has been advanced to secretary of the Farmers & Bankers Life of Wichita, Kan. Mr. Jacobshagen has been with the company ever since its organization in 1911. He went to Kansas from an Iowa company. He succeeds the late E. B. Jewett, secretary of the company and its organizer.

The staff of the company now is as follows: President, H. K. Lindsley; vice-president, J. H. Stewart; treasurer, J. H. Stewart; secretary, Frank Jacobshagen; assistant secretary, J. H. Stewart, Jr.; counsel, J. B. Brubaker; medical director, Dr. J. L. Evans; associate medical director, Dr. G. R. Little; actuary, Jay D. Waite; consulting actuary, John E. Higdon.

#### New Dallas Life Company

The United Mutual Life is the latest addition to home companies in Dallas, Tex. The company was licensed to do business in Texas last month and is about ready to begin operations on an extended scale. It has temporary offices in the Deer building. For the past month the company has been organizing for an aggressive selling campaign in and about Dallas. These plans are about matured and in a short time business will begin in earnest.

The following is a list of the officers of the company at present, although some changes may be made shortly: C. A. Mixon, president; W. W. Collier, J. S. Pulliam, J. S. Lane, J. E. Guest, S. M. Doolet, A. Ferguson and T. B. Butts, vice-presidents; H. B. Hicks, secretary.

ing upon the report of the single department being made a convention examination statement because of the expense. Kansas and some other states have demanded that no examinations be made except by at least two departments.

## OPPOSED TO LUMP SUM

### MONTHLY BASIS HELD BETTER

U. S. Veterans Bureau Against Change in War Risk Law—Interesting Points Raised

The United States Veterans Bureau has voiced strong disapproval of the recently proposed lump sum plan for settlement of government term insurance in lieu of the present monthly installment system. Such a bill was introduced by Representative Vaile of Colorado, providing that government bonds may be issued to beneficiaries so electing, to bear coupons to the number of unpaid monthly installments on the insurance, each coupon equal in value to one monthly payment. It was held that the government would save a considerable sum in so handling the business and many beneficiaries would benefit by the change to the plan which they prefer.

#### Favors Present System

However, the director of the United States Veterans Bureau in response to a request for endorsement of the plan refused to endorse the project and criticized the plan outlined for the reason that it would defeat the rights of alternate beneficiaries and that the present system is apparently not fully understood. The Bureau believes that the greatest good can result to beneficiaries only through continuance of the present system and that legislation would only give an opportunity for a large portion of the beneficiaries under war risk insurance to suffer ultimate loss.

The Bureau further has stated that the proposed plan would result in defeating all rights of any contingent or alternate beneficiary by allowing the original beneficiary to obtain the full present value of all future installments. Second, it would result in serious financial loss to a large percentage of the beneficiaries by reason of unwise investment and under other conditions well known to insurance men, should bonds with all the elements of negotiability be issued. Third, it would deprive the beneficiaries of the protection of the present exemption feature contained in the statutes that installments of insurance shall not be subject to the claims of creditors.

#### Not Economically Advantageous

With reference to the argument advanced by the proponents of the plan that considerable saving to the government would result, it suggests that it is not shown how there would be any saving, except the statement that the issuance of a bond would be accomplished at once and a clerk would not be necessary to look after future payments. In this connection however, it is pointed out that the issuance of bonds approximating \$1,000,000,000 would not be economically advantageous to the government and any saving that might be made would certainly be offset by the cost of litigation on the part of those beneficiaries who would suffer because of rights under the present law that would be taken away by the proposed plan that would undoubtedly ensue. The Bureau believes that the expense incident to this proposed plan would be far greater than the expense of making payment of monthly installments as they become due.

#### Roy R. Hale Promoted

Roy R. Hale, for the last two years private secretary to Second Vice-President Frank H. Davis of the Equitable Life of New York, has been appointed agency assistant. He is best remembered for his excellent record as agency secretary to the agencies reported through the St. Louis clearing office.

## MISSOURI STATE PLAN

### PREDICTION BY MR. LAWRENCE

Vice-President Says That the Company Will Eventually Write All Lines Except Fire

Insurance men who heard the address of Vice-President Thomas F. Lawrence of the Missouri State Life before the agency club of that company were particularly interested in that part of his talk dealing with multiple lines. The Missouri State Life has been expanding its agency organization and also took on accident and health insurance. Mr. Lawrence said that the old idea was that a life man should stick to his one line of life insurance and let his clientele buy their other lines of business as they saw fit. Mr. Lawrence said that the trend of the times, however, in the big cities and in the east especially is away from that and toward a man being an insurance man having a smaller clientele and serving all their insurance needs.

#### Effect of Multiple Lines

He said further that the companies writing some or all casualty lines are the companies making the greatest strides today. He asserted that his company's own experience has been that the addition of accident, health and group insurance has been of great advantage to its agents and has attracted to its force many big men whom it could not have interested otherwise.

Here is a paragraph that made some of the people sit up and take notice. "We expect it will take some little time to digest our present program, to get our accident and group department as well established as our life. After we have done so our present plan is a little later to expand into other lines so that eventually a Missouri State Life man can write every form of insurance except fire and all in his own company."

#### Reopen Gould Investment Case

A three-sided reopening of the receivership case of the Gould Investment Company of Oklahoma City, Okla. has been attempted in the district court there. The company has been in the hands of a receiver for about a year. Attorneys for the old Gould Investment Company are seeking to have the court order the assets of the company returned and redistributed, claiming the company is solvent.

Representatives of the attorney general's office, representing the state insurance department, are asking the court to redistribute the assets among all of the stockholders of the company on the theory that the company is insolvent. The state insurance department brought the suit which caused the appointment of the receiver.

The third party to the suit appeared in the name of the Continental Investment Company, a new company organized by one faction of the old stockholders. The attorneys for the new company are asking that the assets of the Gould Investment Company be turned over to the new company.

#### Columbus Agency's Record

The Columbus, O., Branch of the Mutual Life of New York, under the management of James A. Church, wrote \$3,432,000 new business the first six months of this year. This is almost 100 percent increase over the same period last year. At the beginning of this year the agency set its quota at \$6,000,000 but now has increased it to \$7,000,000.

Thomas B. Winters leads the agency in production. He qualified for the \$250,000 Club and will attend its meeting in Vancouver, Aug. 3-4. Mr. Church has four agents who qualified for the \$125,000 Club their first year in the business.

## PACIFIC MUTUAL MEN CONVENE IN CHICAGO

Agents of Company in Central and Eastern Territory Hold Regional Meeting

### R. L. COLEMAN IN CHARGE

Members of "Big Tree Club" Hold Successful Convention—Annual Gathering of General Agents Held

Members of the "Big Tree Club" of the Pacific Mutual Life in central and eastern territory, men producing \$100,000 or more of business annually, met in Chicago last week for the annual convention of the organization. R. L. Coleman of Mt. Sterling, Ky., presided as president. The Pacific Mutual has adopted the custom of holding regional meetings. Mr. Coleman, before officiating at Chicago, presided at "Big Tree" club meetings at Los Angeles, and Estes Park, Colo., and in October will take charge of the final meeting of the "Big Tree Club" at Atlanta, Ga. A delegation of eight home office officials headed by Vice-President Danford M. Baker attended the Chicago meeting.

#### Officers Nominated

Officers for the "Big Tree Club" are selected in this way: At each regional meeting a new slate of officers is voted for by the agents in attendance. The results are sent to all "Big Tree Club" members by the company, and each agent is asked to ballot upon the four men selected for each office by the men at the various regional conventions. In this way the choices of the entire country are given the executive positions of the club. At the Chicago meeting W. A. Sommers of St. Louis was nominated for president; J. L. Charneau of Seattle, Wash., vice-president life department; D. H. Krohn of Denver, Colo., vice-president accident department, and Mrs. D. Sutcliffe of Los Angeles, secretary. Mr. Sommers was also endorsed for president by the Estes Park meeting, and his chances of getting the office seem a little better than any other candidate previously named.

#### Home Office Executives Present

Vice-President Danford M. Baker announced that the next home office convention of the company would be held in 1924 when the new \$7,000,000 hotel in which the Pacific Mutual is especially interested, and which will adjoin the company's home office building will be completed.

The home office officials of the company who attended the Chicago meeting were Danford M. Baker, vice-president; Dr. V. A. Humphrey, assistant medical director; James L. Collins, superintendent field service; D. C. MacEwen, vice-president; Frank Woodbury, vice-president; Frank Stienbrey, superintendent of agency accounts, and H. J. Brown, assistant secretary.

#### General Agents' Meeting

A meeting of the general agents of the company was held in Chicago just preceding the regional convention of the "Big Tree Club." The principal topic discussed was "Agency Building." E. S. Martin of Farmville, Va., presided as president. The following officers were elected: President, M. W. Hardy, Little Rock, Ark.; first vice-president, W. R. Letcher, Jacksonville, Fla.; second vice-president, W. A. Miller, Chicago; secretary-treasurer, H. C. Fahling, Denver; executive committee, E. S. Martin, chairman, Farmville, Va.; J. F. Brannigan, Seattle, Wash., and M. D. Sennette, Redfield, S. D.

(CONTINUED ON PAGE 19)

## ROCKWELL IS DIRECTOR

NOW HEADS CARNEGIE SCHOOL

This Appointment of Successor to Lovelace Practically Completes Plans for Coming Year

With the appointment of C. J. Rockwell as director of the School of Life Insurance Salesmanship at Carnegie Tech, succeeding Griffin M. Lovelace, the school has practically completed its plans for the coming year's work. Mr. Rockwell has been teaching practical salesmanship and the principles of life insurance in the school under the directorship of Mr. Lovelace and his appointment as director of the school places its direction under a man who is both an able teacher and an experienced salesman. Mr. Rockwell was supervisor and superintendent of agents of the Edward A. Woods Company agency for many years though he has severed all business connections now. He has thus received practical training in life insurance salesmanship. His ap-



C. J. ROCKWELL  
New Head of Carnegie School

pointment as director is in line with the school's policy in promoting the assistant, Mr. Lovelace having succeeded Dr. John A. Stevenson when the latter resigned to become vice-president of the Equitable of New York.

#### Has Excellent Faculty

Mr. Rockwell will continue some of the courses, taking charge of the practical salesmanship, and functions of life insurance. E. K. Strong, Jr., will be in charge of the psychology of selling life insurance as before and the school is now looking for someone to teach the principles of life insurance. With the selection of this additional man the staff will be complete and the faculty will be one of the strongest that the school has had. Although the next school year does not open until Oct. 1, numerous requests are being received for registration information and there is every indication of the coming year being one of the greatest in the history of the Carnegie Institute branch school.

#### Educational Programs Popular

The popularity of educational programs among agencies and companies is indicated by the fact that there are now four similar organizations working along the same lines as those first outlined by the Carnegie Institute. The school at Denver and the University of Oklahoma are both ready for another year and the University of New York will open its course under the directorship of Mr. Lovelace this fall. The

## BIG INCREASES SHOWN

GREAT STRIDES IN BUSINESS

Figures Compiled by Association of Life Presidents Give Evidence of Great Boom in Life Insurance

Figures collected by the Association of Life Insurance Presidents from 40 of its member companies having in force more than 77 percent of the total legal reserve life insurance outstanding in the United States show that new life insurance paid for in June this year exceeded that of June last year by \$57,000,000 and the new business during the first six months of 1922 shows a gain of more than \$185,000,000 over the like period last year. The industrial and group classes show most notable gains. Industrial business gained \$82,000,000 or 13 percent in the first 6 months of 1922, while group business gained \$46,000,000 or 112 percent over the same period of last year. Ordinary life business during the first half of 1922 shows a gain of \$57,000,000 or 2½ percent. June business of all classes totalled \$553,134,563.

## CANADIAN OFFICIALS MEET

Superintendents to Gather August 9-12 at Vancouver and Victoria for Fifth Annual Convention

Plans are being completed for the fifth annual conference of superintendents of insurance of the various provinces of Canada, which will be held August 9-12 at Vancouver and Victoria. The conference will open at Hotel Vancouver in Vancouver and on the third day will be transferred to the Parliament Building in Victoria. Several problems of special interest to underwriters in both Canada and the United States are under consideration and several officials of this country are to be present to enter into the discussion. The first day's program will be given over to fire prevention problems and the proceedings will be in charge of the association of Canadian fire marshals. The opening address on the next day will be given by A. M. Manson, attorney general for British Columbia, and he will be followed by Charles Heath of Manitoba, president of the Superintendents' Association, who will review the conditions and work of the past year. H. O. Fishback, commissioner of the state of Washington and vice-president of the National Convention of Insurance Commissioners of the United States, will be one of the outside speakers. There will also be an address by W. Morley Seller of Alberta on mutual insurance and legislative regulation. The last two days will be devoted to consideration of the "model fire insurance policy act" and the "model life insurance act." The various committees' reports will be considered and discussions will be heard on various important problems which have been referred to the committees during the past year.

Other school, which has just closed its second successful season, is the branch of Carnegie operated in California, last year in San Francisco and this year in Los Angeles. It will probably be maintained as a regular institution. In all of these schools the same increases in the demand for life insurance educational programs have been demonstrated. Also the books published by the schools and the various leaders in this work are being sold in unprecedented volume. As an indication the recent book, "Selling Life Insurance," by Dr. Stevenson, which has been from the press only three months, has gone through its second edition and the third edition is now ordered.

## ASSESSMENT CONCERN IN RECEIVER'S HANDS

Masons' Annuity of Atlanta, Operating in Several Southern States, Is in Trouble

### STOP PAYING ONE CLASS

Court Rules No Action Is Legal Which Seeks to Change Contract Issued to Member Now Dead

The Supreme Court of Georgia has affirmed the decision of the lower court which placed the affairs of the Supreme Lodge of Masons' Annuity, of Atlanta, in the hands of a receiver last January. This concern operated in several Southern states, but confined its business to members of Masonic orders, exclusively. Up to 1915 it granted annuity certificates only. Since that date it issued ordinary life certificates also, all on the assessment plan. As the court upheld the plea that no segregation of funds was legal, this case may become one of wide interest.

#### Change as to Living Only

The court holds that no society may legally proceed to act so as to make it impossible to complete the payments of claims already matured, when such action is taken. The contracts of living members may be changed at any time and they have no redress, but the fact that a dead member has no voice in such change makes it inapplicable to his contract, or the rights of his beneficiaries thereunder.

A motion for a rehearing is now pending and if this fails it is quite likely that an attempt will be made to limit the power of the receiver by injunction on behalf of the Class A members.

#### Stop Payments April 1

Suit for a receiver was brought in Fulton county in January by the beneficiaries under Class B contracts, after the officers of the organization had issued notice that payment of installments on such claims would stop on April 1, 1922. A temporary receiver was appointed who was authorized to segregate the subsequent receipts from Class A members so that these amounts, less 10 percent allowed for operating expenses might be returned should the Supreme Court uphold the complainants. R. E. Edwards, secretary, and J. R. Dickey, a director, were placed in charge by the lower court and are now made permanent receivers by the Supreme Court.

The Masons' Annuity, as the name implies, was organized for the purpose of providing annuities for the beneficiaries of its members, the latter being limited to members of the Masonic order, exclusively. It was established in 1898 and operated on the assessment plan. Like all other fraternal assessment societies, its rates were entirely inadequate, but it managed to meet claims more or less promptly until 1914. Up to that time in addition to the inadequate rate the organization had promised annuities for life under certain conditions. The number of such claims were growing steadily and in the course of time the situation said to be due on April 1, 1922, was sure to be reached.

#### Reorganized in 1915

A reorganization took place in 1915. Class A memberships were established, with higher rates, and annuities were limited to seven years at the longest. Old members were permitted to transfer to Class A during a limited period, after which they were segregated in

Class B, the organization transferring to the credit of the latter class a sum calculated by an actuary as its share of the then existing funds. Similarly, all matured claims at that time, on which installments were being paid, were classified as in Class B, and the seven-year limitation law began to run against them.

#### Funds Exhausted

During the past seven years no attempt has been made to develop Class B, the organization merely paying the installments on claims regularly from the fund belonging to the class, and thus gradually reducing it. Early in 1922, official notice was given that the fund for Class B beneficiaries, which was allotted to the class in 1915, would be exhausted on April 1, 1922, and payments must, therefore, cease on that date. This brought on the suit which has now placed the concern in the hands of receivers, with no hope for the future as a going organization.

#### Points in Decision

The main points in the decision covered the constitutionality of the Mobile Law, also the right of the concern to reduce the amount to be paid under contracts that had already matured as claims, by subsequent changes in by-laws. It was argued by the complainants that beneficiaries were entitled to the amounts specified in the contracts in force at the time of the death of the insured member. The claim is made that the entire contributions of all classes of members may be used to pay the installments due the beneficiaries of Class B members, if necessary. On Jan. 1, 1922, the Masons Annuity had about 6,000 members and assets of about \$1,000,000. It is reported that it will take this amount and more to meet the claims of Class B beneficiaries, while the beneficiaries and living members of Class A may claim an equal sum as their due from the coffers of the concern.

## TO LAY CORNER STONE

### ILLINOIS LIFE'S PROGRAM

**Dawes, Houston and Pike Are Outside Speakers for Corner Stone Laying Ceremony**

The Illinois Life has completed its program for the corner stone laying ceremony which will be held Aug. 5 at the new Illinois Life building in Chicago. It has arranged for speakers of both local and national prominence. One of the principal speakers will be Gen. Charles G. Dawes, chairman of the board of directors, Central Trust Company of Illinois. General Dawes is one of the leaders in American public life today and his recent service as director of the budget has made him conspicuous throughout the country. Superintendent Thomas J. Houston of the Illinois insurance department will also be on the program. Mr. Houston has been prominently identified with the fire insurance business in Chicago for many years and although superintendent of the Illinois department for only a year, he has attained a high place among insurance commissioners.

#### Other Speakers on Program

The third outside speaker will be Eugene R. Pike, president of the Lincoln Park Board, and for many years prominent in the civic interests of Chicago. The Lake Shore Drive, upon which the building is located, is under the jurisdiction of the park board and thus Mr. Pike's presence is very appropriate. Both Mr. Pike and General Dawes are policyholders in the Illinois Life. In addition to the three outside speakers there will be several addresses from company men. The invocation will be given by Rev. Arthur A. Amy of the Corn Belt agency. W. B. Davis,

## GOOD PROSPECTS SEEN

### NEBRASKA OUTLOOK BETTER

**Material Gain in Business Expected by Sept. 1, or as Soon as Crops Begin to Move**

LINCOLN, NEB., July 18.—"I look for Nebraska business to pick up materially by Sept. 1," says A. R. Edmisten, in charge of the agency at Lincoln of the Union Central. "A big wheat harvest, not as large as was expected because of a June drouth, is now in full swing, and much of this will be sold within the next six weeks at around \$1 a bushel. This is 70 percent more than before the war, when 60 cents was the average. Cattle and hogs are bringing better prices, the first alfalfa crop was big and sold readily at good figures. Recent rains have almost guaranteed a big corn crop. With these facts at hand, my prediction will be made good."

"Business has been poor most of the year with this agency. This has been especially true among the farmers who, from lack of business experience are not able to make as quick turns with as good judgment as the average business man. The farmer is apt to send

general agent of the southwestern department and one of the leaders in the business, is also on the program. T. J. Henderson, agency manager of the Michigan state agency, and E. C. Wharf, general agent of the Wabash Valley district, are the other two speakers. The ceremony will begin at 2 o'clock in the afternoon following a buffet luncheon. All agents of the company qualifying under the \$100,000 requirement of new business will be the guests of the company for the day.

good money after bad in the hope of getting back what he has lost, whereas the business man will take his loss and avoid the hole into which he put it. I have known farmers to borrow on their policies and then sink that."

"In the city there have been very few lapses among the business men. Some of them have decreased the lines they were carrying, but as a rule they have kept their protection. The number of lapsations among the farmers has been big with all the companies. The farmers enjoyed an almost unlimited credit for years, up until the pinch came, and when the banks were compelled to call upon them to pay their loans, they conceived the idea that they were the victims of a conspiracy. Whatever basis there may be for their belief that they were picked as the first to have their prices deflated, the majority of them do believe it, and this is a condition of mind that will put a hobble on all business until after they have cashed in on another crop and are financially easier."

#### Harris V. Cotton Promoted

Harris V. Cotton has been appointed superintendent of agencies of the Scranton Life. He was formerly with the Pittsburgh agency of the Provident Life & Trust, first being a clerk, then cashier and then an agent. In conjunction with H. B. Heilman, he formed the firm of Heilman & Cotton, being general agents of the Scranton Life at Pittsburgh. After he was discharged from war service, Mr. Cotton again went with the Scranton Life, being assistant in the agency department.

#### Continental Officials on Coast

E. P. Melson, president, and Paul R. Schweich, superintendent of agencies of the Continental Life of St. Louis, are visiting the company's agencies on the Pacific coast and the far Northwest.

# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

**Home Office: Lincoln, Nebraska**

**Assets . . . \$21,000,000.00**

Bankers Life Insurance Co.,  
Lincoln, Nebraska.

GENTLEMEN: This will acknowledge the receipt of your check for \$782.45, the full surplus earned on my \$2,500.00, 20 payment life policy that was issued to me 20 years ago yesterday. During the 20 years I have paid you in premiums \$1,422.60. Your check gives me all of my premium money back but \$640.15 and I have had protection for the full face of the policy for the twenty years and now have my policy for \$2,500.00 fully paid up and which will be entitled to annual dividends as long as I live.

I have two other policies with your company and will be glad to say a good word for your insurance to my friends. I am glad to make this settlement with your W. G. Gooden as he is the same agent that wrote my applications.

I might also add that the application was written and policy dated on my wedding day.

Very truly yours,

WM. E. WARNER.

## TWENTY PAYMENT LIFE POLICY

Matured in the

**OLD LINE BANKERS LIFE INSURANCE COMPANY**

of Lincoln, Nebraska

Name of insured.....Wm. E. Warner  
Residence.....Friend, Neb.  
Amount of policy.....\$2,500.00  
Total premiums paid.....1,422.60

## SETTLEMENT

Total cash paid Mr. Warner.....\$782.45  
And a paid up participating policy for \$2,500.00

*If interested in an agency or policy contract write Home Office, Lincoln, Nebr.*



## Collins Farm Mortgages Have Been Safe for Thirty-eight Years—

FOR more than a third of a century the most careful investors of America have bought Collins Farm Mortgages. And in that time not one has lost a cent of either principal or interest. And they have been agreeably surprised by receiving checks even before they were due.

Furthermore, in the last 38 years none of our investors has been compelled to acquire title to property through foreclosure. This company on the very rare occasions when foreclosure is necessary, repurchases the loan from the investor, at its face value and accrued interest, or replaces it with another loan, at his option.

*"Thirty-eight years  
without the loss of a  
cent of principal or  
interest to a single  
investor."*

This is only one of many safeguards that make our mortgages so desirable. We will be glad to tell you more about our methods. A post card will bring booklets or information.

*One of a series of advertisements  
addressed to the insurance men  
of the United States.*

*The* **F.B. Collins Investment Co.**  
Oklahoma City, Okla.

# LIFE INSURANCE SERVICES AND PUBLICATIONS

Issued by

## The National Underwriter- Rough Notes Companies

The National Underwriter, exclusively life edition, weekly, devoted to life insurance news, statistics, education and salesmanship, per year.....\$3.90

The Insurance Salesman-Life Insurance Independent, monthly, combination of the Insurance Salesman and Life Insurance Independent, largest circulation of any insurance journal in the world, exclusively for life insurance solicitors. Per year.....\$2.90

Issues extra All-Star Convention Number each year, free to subscribers.

The Unique Manual-Digest, combination of the Unique Manual and Policyholders' Digest, standard authority for all companies on annual statements, policy contracts, premium rates, surrender values, dividends, net costs, and general information. 1300 pages. Convenient pocket size. Issued annually May 1, per copy.....\$3.50

The Little Gem Life Chart, vest pocket edition, covering in condensed form policies, premiums, cash values, dividends and net costs of 100 leading companies. Original and oldest vest pocket book. Per copy .....\$2.90

The Diamond Life Bulletins, statistical and salesmanship sections. A loose-leaf, mimeographed, monthly service, with accumulated material, the most complete and satisfactory service yet developed covering specialized information as to the companies, their policies, premiums, values, dividends, etc., in the statistical section; and salesmanship plans now in successful use by the largest producers, for all forms of life insurance, including corporation, group, monthly income, inheritance tax, etc. Write for terms.

The Salesman's Personal Bookkeeping System: Nash's Combined Register and Account Book. Shows when notes come due, amount of premium, date of application, records of commission, personal business, etc. In use by thousands of agents. Price .....\$1.25

Loose-Leaf Application and Renewal Register: ten-year record of renewal premiums and commissions by months; durable, compact and good-looking. Register complete with binder, alphabetical index and sheets. With 25 sheets, \$2.45; with monthly guides, \$3.35. 50 sheets, \$3.90; with monthly guides, \$4.75. Complete register sent on approval. Mention number of sheets, with or without monthly guides, in order.

Policy wallets, compact and convenient file for policies and valuable papers which every policyholder will value. Carried in stock in three styles at 75c, \$1.00 and \$1.25 each; lower in quantities.

"Remembrance Advertising" in leather goods—note-books, wallets, bill-folds, purses, key-rings, desk-calendars, etc. Factory prices.

Alko Record of Insurance, provides a convenient analysis and complete record year by year of the policyholder's insurance. Beautifully bound in genuine leather. Complete 20-year record for 26 life policies with calendar for all policies, showing just when each premium falls due. \$1.00 each, \$10.00 a dozen. Larger size (for all lines of insurance).....Each, \$1.25; a dozen, \$12.50

The Gibbons Life Policyholders' Schedule Record. A complete schedule of all life policies, enumerating companies, policy numbers, classifications, premium dates, etc., together with an accounting of each

policy in record ledger form, providing a complete history from year to year, giving net costs, and loan values, paid-up and cash additions, etc. 100 copies, \$18.00; 25 copies, \$4.50; 12 copies, \$2.25; sample.....20c

### LIFE PROSPECT CARD AND CARD CABINETS

Systematic Salesmanship Outfit, an agent's prospect card system for street and office use. Comprises one leather prospect card case; 200 prospect cards; one set each of monthly, daily, alphabetical and blank card index guides and one oak card index file. The most satisfactory prospect system on the market. Price.....\$4.00

The Chummy Vest Pocket Life Prospects Record. The new idea in vest pocket records. Simply a life insurance prospect card, 2 1/4 x 4 inches (instead of the usual 3 x 5 inches) printed on heavy ledger paper (instead of usual index card) and only half as thick; notched at one end (so that an ordinary rubber band holds it as securely as a ring binder) with a tough paper cover; also solid oak desk card tray complete with all necessary guides, holding 600 cards; outfit complete with 200 cards, delivered, for .....\$3.90

### STANDARD BOOKS ON SALESMANSHIP

Carl Slough's Life Insurance Salesmanship and Ginger Talks, now published by the National Underwriter Company. The largest circulation (27,000) ever enjoyed by a life insurance salesmanship book. 275 pages. Price.....\$1.50

A new book on inheritance tax insurance, with tables of both state and federal taxes, brought down to date. Information which in other forms is costing from \$10 to \$75. Gives sales arguments, review of inheritance taxation, study of laws and rulings. Price .....\$1.50

Jackson's Easy Lessons in Life Insurance. The summing up of a lifetime's experience in presenting the subject of life insurance by one of the great instructors of agents, J. A. Jackson. Simple, concise treatment from agents' standpoint; not actuarial, not theoretical. A standard textbook. Price.....\$1.50

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How to Solicit, by J. B. Duryea. One of the most valuable and concise books on up-to-date salesmanship methods by one of the successful general agents of the Pacific Coast. First edition completely exhausted; revised and enlarged edition just issued. Price .....75c

Schneider's Twenty-four Lessons in Selling Life Insurance. Results of a whole lifetime of experience writing business among the rank and file in a small city. Especially suitable for discussion in agency meetings. Adapted to both industrial and ordinary agents. Price.....50c

Selling the Farmer. A powerful series of seven four-page leaflets, illustrated, talking to the farmer in his own language. Each one is a closer. Send 25 cents for a sample set and price list.

Printed Selling Helps—Leaflets, Pamphlets, and printed forms to be used in the interview visualizing the life insurance argument, such as the Eames Demonstrators, and the Birch Attention-Getter. Write for complete list.

Address,

THE NATIONAL UNDERWRITER COMPANY  
CINCINNATI CHICAGO NEW YORK

## "NON-CAN" HELD LINE FOR LIFE SALESMEN

They Can Handle That Contract  
to Best Advantage, Pacific Mu-  
tual Life Men Say

### EXPERIENCE WITH POLICY

Selling Arguments for That Form of  
Protection Given at Regional  
Convention in Chicago

That the noncancellable accident and health policy is one to be sold by life insurance salesmen rather than by casualty men seemed to be the consensus at the regional convention of the Pacific Mutual Life in Chicago last week, one session of which was devoted entirely to the noncancellable. Frank R. Woodbury, formerly general agent in New York, who was recently advanced to junior vice-president and assistant superintendent of agencies at the home office, in telling of his experience in selling noncancellable in New York said that he wasted nearly a year trying to sell noncancellable through the commercial accident men. Then he woke up and turned to the life salesmen, after which a good volume of business was built up on the noncancellable contracts in that city.

#### Most from Life Men

He said that 75 percent of the business in that form in New York is written by life men. He also pointed out that out of 53 general agencies of the company which showed a good production in this line, 35 were life agencies. He spoke of the fact that agents in New York of another life company, who accept no life business for any company except their own, had become greatly interested in the noncancellable and had turned in a considerable number of applications to the New York office. Reference was also made to its popularity among the officials of large life insurance companies and figures were given as to the number of such officials of New York companies who are now carrying Pacific Mutual "non-can" policies.

He spoke of a successful sales argument which has been used for the noncancellable in New York, referring to the cancellable commercial policy as the first line trench, which was made as strong as possible, but might not always hold, and to the necessity for having a second line of defense, the noncancellable, which is declared absolutely impregnable.

#### A. C. Wells' Address

Similar views in regard to the relation of the noncancellable and life men were expressed by A. C. Wells of Indianapolis, who gave it as his experience that the contract could be sold much better by life agents than by casualty agents. He made the prediction that within a few years every big life insurance company will be writing such a policy.

In support of that suggestion, Vice-President D. M. Baker pointed out that the recent adoption by three large life companies, the New York Life, Provident Life & Trust and Travelers, of a form of permanent disability clause in their life policies, providing for the payment of indemnity after 90 days of disability, furnished a form of coverage which was quite similar to the Pacific Mutual's noncancellable policy with the 90 days elimination.

Mr. Wells deplored the decrease in production of noncancellable by the Pacific Mutual agents and their apparent lack of interest in the contract. He called for a showing as to how many

of those in attendance were carrying noncancellable policies themselves, and only about half of those present responded. He declared that writing noncancellable did not in any way tend to decrease an agent's production of life insurance and cited cases in his own office to prove that point.

#### Brinkman's Good Selling Talk

Several good noncancellable selling talks were given during the session, one of the best being that by William H. Brinkman of Minneapolis, whose subject was "Building a Business with Noncancellable Commission." He said that in his solicitation he avoided using the word "insurance," as the average man thinks that he is over-insured, and always stated that he wanted to discuss the matter of a man's income or his earning power. He told of one case where he had obtained a speedy interview by announcing himself as an income specialist, because the stenographer who presented his name had informed her employer that he was an income tax man.

He spoke of the necessity for explaining fully the elimination idea and for using the proper terms in presenting it. He said that at the start he had told prospects that under this policy the company does not pay for the first 30, 60 or 90 days, but found that the use of the words "does not pay" created a wrong impression and changed his statement to say that the company commences paying on the 30th day or the 90th day. In dealing with a big business man he impresses on him that a short period of disability would have no effect on his business life. In connection with the elimination period he said, however, that it was necessary to fit the prospect and that it was not advisable to try to sell a straight 90-day elimination policy to a professional man, whose business was entirely a one-man proposition and stopped entirely when he was disabled. To such a man a suspension of income for 90 days is often a serious matter. On cases of that sort, he suggested \$100 a week with the 30-day elimination, \$100 with 60 days and \$100 with 90 days.

#### Gantz Paints Pictures

Joseph M. Gantz of Cincinnati started out with the statement that painting pictures, not selling, is the biggest thing. He gave a chalk talk which presented in graphic and interesting form why the protection of a man's income was even more necessary than the insurance of his property, and showed himself a master in the painting of word pictures as well as in the graphic delineation of his subject.

"Talk about the man himself, and not so much about your proposition," was his advice. "Don't use reason or logic. They never sold anything. You sell a man because he expects to get something for himself or his. After you have sold him, it is all right to congratulate him on the logic of his action, but don't put it into your selling talk. There is no 'bunkological' moment. Think of your job all the time. The best way to learn is by work. Believe thoroughly in the things you live by—and on."

#### Appeal to Business Man

W. A. Miller of Morrison & Miller of Chicago, speaking on "Why the Noncancellable Policy Appeals to a Business Man," said that the greatest appeal lay in its certainty of protection. He said that the average business man purchased such a policy not with the idea of getting any returns from it, but because of the feeling of security which it gives him. It will relieve him from worry and in case of disability will make possible a quicker recovery. If a certain income is assured during the period of disability, it will warrant the incurring of greater expense for medical and other treatment and thus facilitate recovery.

T. E. Root of Indianapolis, in describing some of the plans he had used with success in selling noncancellable, spoke of the desirability of having a quota

and described his use of card files. He has his cards filed according to the birthday of the policyholder or prospect, always sending out birthday cards to arrive in the first mail on the policyholder's birthday, and also makes it a point to get in touch with all of them six months later, just before the change of age. In this way all policyholders or prospects see or hear from him twice a year. He emphasized the importance of looking the part of a successful salesman. He said that while good appearance will not make a sale, a slovenly appearance will often spoil one.

#### Results from Circular Letters

Vice-President D. C. MacEwen gave a brief history of the development of the noncancellable contract by Vice-President Baker and read a paper prepared by Jack Paschall of the Paschall-Jones Agency of Los Angeles, describing that agency's success in the use of circular letters in its noncancellable campaign. Mr. Paschall pointed out that circularizing will not make sales in itself but will create interest and give the agent an entree. In addition to the circularization of especial classes of prospects, such as physicians and bankers, reference was also made to the success of a campaign to increase the number of policyholders who carried policies with a principal sum provision. It was discovered that 70 percent of the business written by that agency was for indemnity only. Cards were sent out calling attention to the desirability of the principal sum feature, which resulted in a big increase in business, some of the policyholders sending in their checks for the additional premium with the return card, without any further solicitation.

#### NORTHWESTERN'S BIG RALLY

##### Further Details of Program for Agency Meeting at Milwaukee Next Week Are Announced

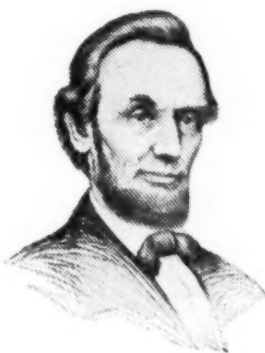
MILWAUKEE, WIS., July 18.—An unusually large attendance is expected at the annual meeting of the Northwestern Mutual Life Agency Association here next week. Indications are that the meeting will be one of the most valuable to the agents ever held. In addition to the general meetings, programs for which have already been announced, separate luncheon conferences will be held each day.

For the luncheon of district agents Monday noon the program includes: "The District Agent, His Duties and Obligations," by H. L. French, Wisconsin; "Interesting Men In This Business and How to Keep Them Interested," by H. M. Comins, Michigan; "The Advantages of Intensive Cultivation," H. L. Smith, West Virginia; "Advertising and Publicity," by W. E. Kennedy, Kansas.

At the luncheon of the small town and country agents in the Hotel Wisconsin, Wednesday noon, the following addresses will be given: "1922 Selling Methods," R. R. Reid, Illinois; "Insurance Trusts," P. R. Hathaway, Ohio; "Intensive Cultivation," Daisy Bagwell, Georgia; "Getting the Country Business," H. L. Weatherford, Kansas; "In Partnership With Big Ben," N. R. Hill, Pennsylvania; "Plan Plus Pep," T. M. Waldrop, Oklahoma; "Agency Standards," W. H. Dallas, assistant superintendent of agencies.

City agents will be addressed Wednesday noon, by R. R. Reid, Illinois, on "1922 Selling Methods"; P. R. Hathaway, Ohio, on "Insurance Trusts"; Mrs. Daisy F. Bagwell, Georgia, "Intensive Cultivation"; Victor Stamm, Wisconsin, on "A New Man's Experiences In City Soliciting"; M. L. Woodward, Michigan, on "Conservation of Time In A Big City," and Oscar Dehner, Missouri, on "Personality in Salesmanship."

C. L. McMillen, manager of the Milwaukee home agency, will address the Wednesday morning session of the association on "The Banyan Tree of Success."



## The Marshal's Baton

Napoleon said that every soldier of France carried a marshal's baton in his knapsack.

The esprit de corps awakened by this promise of opportunity for every French warrior was the moving force back of the most spectacular victories of history.

A baton of leadership is in every Lincoln Life rate book.

Salesmen of The Lincoln National Life Insurance Company are picked men who must measure up to the high standards of the Company before they are given a contract. With every rate book given out by the Lincoln Life is extended a pledge of the most loyal co-operation.

It is this unfailing service back of every Lincoln Life salesman which offers unlimited possibilities for all who

LINK UP WITH THE LINCOLN

# The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Ind.

Now More Than \$210,000,000 in Force

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary and General Manager; H. E. WRIGHT, NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; FRANK W. BLAND, GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.  
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### Selecting Prospects

BUSINESS getting today is largely a matter of intelligent selection of prospects. It is incorrect to state that there is a business depression, or that business generally is below the average. This is not the case. It is, however, a fact that certain classes of prospects are rather unfavorably situated today. Business men in some lines are doing very little, and are consequently in no position to buy life insurance, or for that matter anything else. Farmers are not good prospects now. They have had a hard road to travel, and even if this year's crop is a good one can only pay up their outstanding debts. As a general thing, rural business is not showing an increase. On the other hand, there are plenty of prospects who are earning big money these days. For instance, an agent who had been trying without success to round up some business in the country, drove his automobile into town and started to work. The first day he wrote a school teacher, a hardware merchant and lined up an excellent list of prospects consisting of carpenters, masons, lumber men, cement dealers, painters, plumbers, electrical workers and others on a salary.

The secret of finding a live prospect

lies in the knowledge of what trades or industries have reduced salaries. Many prospects are enjoying a larger salary today than ever before, and in the last year or so have had the added advantage of a considerable reduction in the cost of living. A man who drew \$150 a month during the peak of high prices was able to live on it and buy a few luxuries in addition. Since the days of the heaviest expenses, the cost of living has dropped on the average of 25 percent. Many staple articles cost less than 50 percent as much as they formerly did. The \$150 a month man still has the same salary in many instances, and has as a surplus the difference between what it used to cost him to live and what it costs now. This is the case with school teachers, railroad men, bookkeepers, clerks, etc. Nearly every bank reports that its savings department has done an unusually good business during the last six months. It is true that agents will encounter many who have had wage reductions, or have lost their positions, or have been up against it financially in other ways, but at the same time there are plenty who are still enjoying the salary increases given to them two or three years ago when the cost of living was a great deal higher than it is now.

### Help to Save Time

EVERY office has the time-consuming experience of trying to decipher a signature to a letter that looks much like bird tracks. Not only one man attempts to trace out the name but he seeks the assistance of others. Thus in a day many valuable minutes are absorbed in this vexing process.

Some men seem to glory in the illegibility of their signatures. That is their fundamental right. If it adds a sense of satisfaction to their existence they are entitled to the comfort.

If a man's chirography had no outside function, we would not complain. When, however, a man writes a letter and there is no title or name on the stationery to reveal the indecipherable scrawls we have a right to raise a loud protest.

The simple, practical method of hav-

ing the typist print a writer's name below his title or written signature, is a sensible one that saves time, annoyance, heated language and embarrassment. Some houses adopt the plan of having the full name of the writer follow the stenographer's initials. Either method is satisfactory.

Let us pass an amendment to the constitution providing that this course be followed in all business correspondence. We will then be saved the labor of endeavoring to make a name out of a blotch of ink strung along with tangled wires.

Let us provide a severe penalty for those who violate the law. We suggest burning the writer in boiling oil, beheading him with a golf ball or force him to listen for two hours to a loquacious barber.

### Vast Waste in Agency Field

ONE of the great agency managers of the country remarked the other day that, starting at 9 o'clock in the morning and closing at 4:30 o'clock in the afternoon, there were always 50 percent of his agents who were not on the job. He has something like 200 agents under contract. He said that these men are loafing, frittering away their time or are engaged in some other activity. They are not on the job.

Of the 50 percent who are at work during that time, he said that one-half of these were not working to their best advantage. He figures, therefore, that he is getting 25 percent efficiency out of his force.

This certainly is a tremendous waste of effort, time and man power. Instead of scouring the tall timber for recruits, is there not a vast amount of work to be done yet among those who are already carrying the rate book?

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

**Jacob N. Brenaman**, deputy insurance commissioner of Virginia, was found dead Sunday in a Richmond hotel, death being due to heart trouble from which he had long suffered. Mr. Brenaman had long been prominent in public life in Virginia. In 1902 he served as assistant secretary of the constitutional convention and later assisted in revising the Code of 1887 so that the general assembly might be better able to adjust the laws to the new constitution. Upon the creation of the Virginia Insurance Bureau in 1906, Col. Joseph Button, who was secretary of the constitutional convention, was named commissioner and Brenaman was chosen deputy commissioner. This position he continued to hold up to the time of his death. Mr. Brenaman had been secretary of the Democratic state central committee for the last 15 years.

**C. W. Zeilman**, salesman at Lake View, Ia., for the Bankers Life of Des Moines, made a new Bankers Life record in June when he wrote 62 applications for a total business of \$105,500 in 17½ working days. Mr. Zeilman had trouble in keeping his examiners up with him and finally resorted to the plan of having a doctor follow right at his heels and examine applicants as they were written. Under this plan of operations, one day worked out as follows: He started out 20 minutes ahead of the doctor and the doctor was just ready for the first examination when the first application was written. The doctor followed all day and at the end of the day eight prospects had been written and examined.

**H. B. Johnston** of Chicago, general agent of the Missouri State Life, has returned from the lake trip which was given by his company to the leading producers. The men gathered at St. Louis and were taken by special train to Detroit and spent six days on the Great Lakes, going as far as Duluth. Mr. Johnston is one of the oldest members of the Missouri State Life field force, having gone with the company in 1899. He is a member of the \$250,000 Club and has built up an agency producing \$1,000,000 of new business a year. Last year he produced personally more than \$450,000 new business.

**Mrs. O. J. Lacy**, wife of the vice-president and agency manager of The Minnesota Mutual, with her children, is spending the summer at White Bear Lake. Recently some of the children of the resort rowed out into the lake quite a distance during rather rough weather. The youngest of the crowd fell overboard. Hearing the screams of the women and children on shore, Thurlow, the 14-year-old son of Mr. and Mrs. Lacy, ran from the cottage and without removing his clothing swam out to the drowning child. He brought her and the boat load of other children in safely.

**Miles Scheaffer**, formerly Indiana insurance commissioner and for the past year with the Frank J. Haight actuarial office in Indianapolis, has taken the position of vice-president of the F. B. Collins Investment Company of Oklahoma City. His wide acquaintance with insurance companies will make him a valuable official for that company.

Friends of **John L. Shuff**, president of the National Association of Life Underwriters are accusing him of traveling now and then under an assumed name since a Knoxville paper in a striking page "ad" announced in connection with a Kiwanis convention and with the picture of Mr. Shuff that "Kiwanian" Herbert C. Black is here with the "Memphis delegation." Mr. Shuff denies that he uses the assumed name but he is sure that the make-up man

used good judgment in selecting the cut to go in the "ad."

**Mrs. Della B. Renwick**, one of the successful women agents of the Mutual Life of New York at Rochester, N. Y., was the subject of a sketch published recently in the Rochester "Times-Union," as one of a series on "Rochester Women Who Have Succeeded in Business." Mrs. Renwick was a pioneer in the insurance field at the time of her entrance into the business two years ago, and has been especially successful in selling life insurance to women. A motto which she has adopted is "I must do more today than I did yesterday."

**Clarence C. Miller**, for the past four years manager of the Boston office of the Penn Mutual Life, collapsed with a cerebral hemorrhage on the street in the vicinity of the Penn Mutual office Thursday and was taken to the relief hospital where his condition was regarded as very serious. Mr. Miller began his insurance career with the National Life of Vermont in the Boston office in 1897 as office boy and developed until he was the biggest producer of the company. He was president of the Boston Life Underwriters Association and in 1914 president of the New England Congress of Life Underwriters' Associations.

**Rev. James R. Stead**, acting pastor of the First Congregational Church of Pomona, Cal., and noted for his eloquence as a preacher, has resigned his pastorate to accept the agency at Pomona of the Equitable Life of New York. Dr. Stead has been very actively engaged in sociological work and in this connection he became deeply interested in the institution of life insurance in its social and economic aspects. His first application for a policy was written before his contract had been signed.

**Frank Mason**, a salesman in southeastern Iowa for the Bankers Life of Des Moines, called recently on a prospect living on a farm near Washington, Ia. The prospect excused himself on account of an extremely busy thirty minutes just ahead of him, but said he would be back and ready to talk at the end of that time. When half an hour had passed, the young man returned with a wide smile, reported that twins had arrived, and bought a life insurance policy.

**Darwin P. Kingsley**, president of the New York Life, was in Plymouth, Mass., Saturday, and delivered the formal address at the presentation and dedication of the new granite portico at the front of Pilgrim Hall, where are contained the relics of the Mayflower Pilgrims. Mr. Kingsley was formerly president of the New England Society of New York, which gave the portico.

**Sidney A. Foster**, of Des Moines, secretary of the Royal Union Life since it was organized, has an old-fashioned table for which he says he would not take a million dollars. This table, along with a waste-basket and two chairs, formed the equipment with which the company began business thirty-six years ago. The equipment was purchased from a secondhand man for \$14.50 complete.

The board of directors of the **Detroit Life** announce the election of Luther B. Thomas, president of the Thomas Mortgage Co., to the board. He succeeds his brother, Gomer Thomas, who recently moved from Michigan to California where he has charge of the California business of the Thomas Mortgage Company.

**Dr. Thomas J. Cox**, medical director of the California State Life at Sacramento, Cal., died the other day. Heart trouble was the cause of his death. He

was one of the organizers of the company and had been medical director since organization. He was very favorably known in his community and in addition to his duties with the company, he had a large practice.

**S. C. Woodward** of Chicago, general agent of the National Life of Vermont, who has been confined to the government hospital in Chicago for the last two months will soon be able to be about. He expects to be at his office shortly after Aug. 1.

**Samuel Heifetz**, manager of the Insurance Exchange branch of the Mutual Life of New York, at Chicago, was the leading producer of the company in

June. Mr. Heifetz has for several years been one of the company's strongest personal writers.

**H. B. Arnold**, first vice-president and active executive head of the Midland Mutual Life has been confined to his home for the past week. Within the next week or ten days he expects to undergo an operation for the removal of gallstones.

**Andrew Burns Chalmers**, general agent of the Penn Mutual Life at Baltimore, died last week while visiting the home of his brother at Framingham, Mass. Mr. Chalmers was in the ministry for 25 years. In 1914 he went to Baltimore to assume charge of the Penn Mutual Life interests there.

## LIFE AGENCY CHANGES

### J. Edward Saff & Co.

J. Edward Saff & Co., 5 North LaSalle street, Chicago, have been appointed general agents of the Reserve Loan Life of Indianapolis. Mr. Saff has been in the insurance business for a number of years, formerly being connected with the Smith-Coombs Company and later with the London & Lancashire Indemnity as manager of the claim department in Chicago, and 1919 was appointed manager of the Chicago office of the International Indemnity of Los Angeles. During this year Mr. Saff has been giving his attention to real estate.

### W. Frank Smith

W. Frank Smith, for the past seven years superintendent of agents for the American National of St. Louis, has become agency supervisor for the Michigan Mutual in Missouri and Illinois, with headquarters in St. Louis.

### Three Agencies in Detroit

The appointment of W. W. Warren of Detroit as general agent for the Michigan Mutual Life in its home city makes the third general agent that the company has in Detroit. Mr. Warren for the last nine years has been state agent for the National Life of Vermont in Michigan. The Michigan Mutual is now pushing strong for business in Detroit.

### G. B. Greider

G. B. Greider, formerly agency director of the Bowman & Kennedy agency of the Atlantic Life at Huntington, W. Va., has been appointed state supervisor by Darst & Morgan, state managers of the Shenandoah Life, for the state of West Virginia. Mr. Greider's headquarters will be at Parkersburg, W. Va.

### Thomas P. Opie

Thomas J. Opie has been appointed general agent for the Berkshire Life at Kansas City, Mo., succeeding Lowell M. Clucas.

### Julius J. Blair

Julius J. Blair has been appointed general agent for the John Hancock Mutual at Toledo, succeeding the late Frederick Mundhenk. Mr. Blair was formerly cashier in the Toledo office under Mr. Mundhenk and has been very successful as a personal writer of life insurance. In this case, as is its custom, the John Hancock has pursued the policy of giving the promotion to those who have proved themselves in the field.

### J. E. Thompson

The Federal Life has been recently admitted to Florida and has made a contract covering the life, commercial accident and health and monthly premium accident and health departments, with J. E. Thompson, as state-manager.

Mr. Thompson, who formerly resided

at Oklahoma City, Okla., is a man of considerable successful insurance experience. His headquarters will be at Orlando, Fla.

### George M. Robinson

George M. Robinson has been appointed general agent of the National Life of Vermont at Detroit, to succeed William W. Warren, who recently was appointed general agent of the Michigan Mutual in Detroit. Mr. Robinson is well acquainted in Michigan and has had a good insurance experience.

### A. W. Whitten

The Kansas City Life is opening Alabama and has appointed A. W. Whitten, one of its million dollar writers, who has been operating in Oklahoma as general agent. It has opened offices in the Jefferson County Bank Bldg., at Birmingham. Vice-President E. S. Villmore of the company accompanied Mr. Whitten to his new territory and got him started.

### Dick Kemp

Recent appointments by Manager Rathbun of the Equitable Life of New York at Los Angeles include Dick Kemp as agency supervisor. He has been with the agency for many years as an agent and is well qualified for his present duties, in connection with which he will assist Superintendent A. P. Chipron in the various details of local organization and development work. The agency now has two field supervisors, R. W. Hickman having recently been appointed to that position, while J. W. Babcock has represented the agency in that capacity for some time.

### M. M. Waddle

M. M. Waddle, well known in Southern California as a big producer, has accepted the general agency at Fresno of the Northern Life of Seattle. A few years ago, Mr. Waddle was connected with the Occidental Life of Los Angeles, and was one of the leading producers of that company, both in personal business and in general agency results. He resigned from that position to devote his time to various other interests that demanded his attention and has only recently decided to again enter the field of life insurance.

### A. C. Miller

A. C. Miller has been appointed manager of the life and accident department of the Travelers at Grand Rapids, Mich., succeeding E. B. Gilcrest, who will be transferred to some other office.

### G. S. Cutler

G. S. Cutler, one of the original founders of the old Golden State Life, which was merged with the old San Francisco Life, has joined the West Coast Life as special field representative. He will serve in California as an aid to field men.

### Cooper Ellis

Cooper Ellis has become district manager for the Connecticut Mutual Life at Auburn, Neb., in charge of four counties.

# Perseverance

Strict adherence to a cause, known to be wisely founded and justly managed will always have its reward. Perseverance on the part of the life insurance man will always bring good results. But closely allied with perseverance on the part of the Agent is the Company he represents. His representation must be in a good sound Company, and further, that Company must issue forms of policies that really have an appeal.

"THE COMPLETE PROTECTION POLICY", copyrighted and issued exclusively in life insurance, is an innovation in life insurance. It gives the insured the benefit of an ordinary life policy if he dies, and a twenty payment life policy if he lives.

"THE ORGANIZATION POLICY" carries one share of Company Stock with each \$1,000.00 of insurance. The stock is paid for out of the dividends.

## Good Territory Is Still Open



**THE NATIONAL SAVINGS  
LIFE INSURANCE COMPANY**

# Belief

Did a prospect ever ask you to specify WHY you believe your company better than any other? When a man asked Oliver that question he parried with another, "Why is your mother better than any other mother in all the world?" The man took the insurance, dropping all further talk about companies.

NATIONAL FIDELITY men can talk and FEEL that way about the Company they represent. The close personal contact, the friendly interest, the constant willingness to cooperate and to assist the fieldman in making his work effective and PROFITABLE cause him to sincerely believe that his Company is the very best company for him and for his clients.

Our Junior Department, selling thrift insurance to boys of ten and up, complete policies taking effect at once, is fully justifying itself and is making REAL MONEY for our agents.

In eight of the most permanently prosperous states of the Union, NATIONAL FIDELITY policies and service are being sold—Illinois, Iowa, Minnesota, Missouri, Nebraska, Oklahoma, South Dakota and Texas.

## NATIONAL FIDELITY LIFE INSURANCE COMPANY

Sioux City, U. S. A.  
Ralph H. Rice, President

## WITH INDUSTRIAL MEN

### WESTERN & SOUTHERN NEWS

**H. C. Cranton, Assistant Superintendent at Kalamazoo Is Made Superintendent of the Company at Jackson**

Assistant H. C. Cranton of the Western & Southern Life at Kalamazoo, Mich., has been made superintendent at Jackson, Mich. A new office has been established at Norwalk, O., detached from Lorain, O. It will be in charge of Assistant P. F. Blue. Assistant S. J. Pulaski has been transferred from Irving Park to "Chicago Middle" at Chicago, and Assistant W. J. Bumtenbach from Humboldt district to Irving Park in Chicago. The following appointments, to assistant superintendent are announced: W. A. Leisinger, St. Louis South; E. Brannigan, Englewood; S. Armin, Chicago Middle; Theo. Behr, Humboldt; J. Furtaw, Englewood.

### Prudential News

Agents appointed during 1921 by the Prudential in the New York No. 7 District who are making good records are Alexander M. Zebe, Robert T. Kennedy, Arthur B. Fleischer and Edward F. Hogan. Louis Jacoby of the same office continues to lead all his fellow agents in ordinary and holds the third seat among the company's best ordinary producers.

Division B. announces the promotion of Agents Penny, Hempstead District, and Stallbaum of the Brooklyn No. 6 District to assistances. Agent Nathan Besser of the Long Island City District who controls a debit of over \$400 is maintaining his account in excellent condition.

Agents Floyd C. Howard of Tulsa, Okla.; Leo E. Roe, Oklahoma City, and Ralph Reid of Joplin, Mo., have accomplished very favorable results in all phases of their agency work. In view

of their satisfactory records they have been advanced to the position of assistant superintendent in their respective districts.

W. G. Cook, assistant superintendent at Joplin, Mo., and his staff continue to hold first place among the assistance industrial leaders in Division L for 1922.

Agent Arthur T. Peavy, Wichita, Kan., is a large producer of industrial business. He is leading all agents of Division L.

Agents C. C. Shaw, Lincoln, Neb., and A. F. Metzler, Winona, Minn., have been promoted to assistant superintendents.

Among the assistance leaders of the Prudential in ordinary for the year are W. H. Kochsiek, St. Paul, Minn., and George C. Varner, Davenport, Iowa, mentioned leading Division P. Agent H. C. Jensen, St. Paul, Minn., ranks in the fifties in the entire Prudential field and first in Division P. Agent Henry C. Kanowsky, Milwaukee No. 2, who is making a creditable industrial record, knows how to keep his account in excellent condition, displaying less than 2 per cent arrears and over 260 per cent advance payments.

### Metropolitan Managers' Meeting

A meeting of forty-eight district managers at the Metropolitan Life has been arranged at Lookout Mountain, Tenn. The managers come from the Southwest territory, embracing Iowa, Kansas, Missouri, Nebraska, Oklahoma and Arkansas.

### Public Savings Changes

The Public Savings announces the following changes in the field: Agent C. L. Marshall has been promoted to superintendent at Lafayette; Agent N. Cissna will take over a superintendency at Huntingburg; Agent W. J. Jeffrey will be a superintendent at Wabash, and Agent W. B. Gardner has been awarded a superintendency at Terre Haute, making a total of 32 agents who have been

promoted to superintendencies since the first of the year.

Superintendent H. E. Kent of Lafayette has been transferred to Logansport; Superintendent C. W. Glidewell of Wabash has been transferred to Peru, and Superintendent G. W. Gonterman has been transferred to Princeton.

T. C. May, formerly manager at Terre Haute, has been promoted to special home office representative.

The Public Savings reached its mark of \$50,000,000 of insurance in force July 1. This was done in 12½ years. However the company is confident of making the second fifty million in the next five years.

## NEWS OF COMPANIES

**Bankers, Ia.**—New paid-for business for the first six months of 1922 shows \$50,832,433 as compared with \$49,559,782 for the first six months of 1921, and \$44,673,141 for the first six months of 1920.

**Lamar Life**—Substantial gains the first six months of 1922 are reported by Actuary A. E. Babbit. The company's new paid-for business is \$2,533,886, while the volume written was \$3,864,460. Business in force June 30 was \$21,195,474, a net gain for the six months of \$1,292,460, which is more than the Lamar Life gained during all of 1921. Another gratifying feature is the decrease in lapses, total lapses being \$463,000 less than during the corresponding period of 1921.

**Penn Mutual Life**—Home office agency reports \$1,433,813 in total new business written last month, which is 15 per cent more than for June, 1921. New business for the first six months of the present year amounts to \$8,552,296, during which period a total of \$258,775.53 in premiums was received, the latter being an increase of \$18,247.49 over the same period last year.

**S. Augustus Allen**, head of the S. A. Allen & Son agency of Wakefield and president of the Loyal Protective of Boston, died in Wakefield, Mass., the past week, aged 67 years.

## LOCAL ASSOCIATIONS

**Chippewa Falls, Wis.**—The Chippewa Valley Association held its postponed picnic Saturday afternoon, featured by a program of speeches, a baseball game between representatives of the different insurance companies, horse-shoe pitching and boating. The picnic opened with a chicken dinner at 11 o'clock. Prominent members of the association addressed the gathering in short after dinner talks. A large number of insurance men from all points in the Chippewa Valley attended the get-together outing. All underwriters whether they were members of the association or not were invited to attend the outing. The committee in charge included A. E. Lewis and Emil Weinfeldt of Eau Claire, Edward Lavelle and Henry Reden, Jr., of this city. Every city in the valley is included in the membership of the association.

**Waukesha, Wis.**—Practice of the golden rule by life underwriters rather than keeping just within the letter of the law, was the keynote of an address by Commissioner Whitman of Wisconsin at the monthly meeting of the Waukesha Association. Mr. Whitman also brought out the value of cooperation among insurance men in order to help the individual and maintain the high standard of life underwriting. He emphasized the point of importance of telling not only the truth but the whole truth in selling life insurance. Mr. Whitman also spoke on the general subject of "What a Life Underwriter Should Know About Our State Insurance Laws." His address followed the monthly dinner. T. G. Breaw presided and welcomed a number of visiting life underwriters.

**Dallas, Tex.**—The interesting topic in local life insurance circles right now is who will be the officers for the North Texas Association. The election is to take place this month. Henry Camp Harris, president, and James B. Harris, secretary, have declared they will not serve. They have served two terms.

There is a persistent rumor that

# GROW WITH A GROWING COMPANY

*It is the considerate and personal attention from the Home Office to little things that makes State Life Agents a Happy and Successful Family*

The State Life gives service not only to its policyholders, but also to its agents. Its sound methods and good reputation are giving it a steady, healthy growth.

It is not too large to do the little things for the individual agent which contribute so much to his prosperity.

The successful Life Insurance Agent wins his battles by hard work—and co-operation. The agent furnishes the hard work. The State Life furnishes the co-operation. Such a combination will always win.

The State Life is now operating in Iowa, Minnesota, North and South Dakota, Nebraska, Kansas, Wyoming and Utah, and expects to enter several additional states during the year.

We need a few managing agents and special agents who have experience, character and ability. Then, too, we can use a large number of local agents. Experience is not always necessary for such positions. If you have ordinary intelligence, good character, and are not afraid of hard work, we have a great opportunity awaiting you.

### STRONG AND PROGRESSIVE

	Admitted Assets	Legal Reserves	Insurance in Force
Dec. 31, 1919	\$ 751,084.41	\$ 8,479.87	\$ 1,854,500.00
Dec. 31, 1920	789,543.44	58,094.06	4,769,000.00
Dec. 31, 1921	1,853,237.17	997,859.25	17,570,599.00
Feb. 28, 1922	1,917,911.79	1,173,763.67	24,234,845.00
June 1, 1922 over	2,000,000.00	1,250,000.00	28,000,000.00

## STATE LIFE INSURANCE CO.

OF IOWA

A. C. TUCKER, President

DES MOINES, IOWA

WM. KOCH, Vice-Pres. and Field Mgr.

James Rodgers of the Kansas City Life will be the next man. Mr. Rodgers is a young and aggressive insurance man and members of the association are trying to get him in line but he says he will not serve. Mr. Rodgers favors a man with a rate book. He says the time has come when the affairs of the association should be turned over to the men who actually sell insurance to prospects.

\* \* \*

**Waco, Tex.**—The Central Texas Life Underwriters Association has been organized in Waco and is expected to affiliate with the National association. S. A. Douglas, Southwestern Life, was elected president at the organization meeting last week, the other officers being: C. C. Edwards, Southern Union Life, vice-president; F. W. Morgan, Jefferson Standard Life, vice-president; J. L. Davidson, Franklin Life, secretary-treasurer. The association expects to build its membership to 100 in a short while.

\* \* \*

**New York.**—The New York association has appointed Lawrence Priddy chairman of a committee which is making a drive to get all outstanding dues owed. Registrations for the life insurance salesmanship course financed by the association and held at New York University are coming slowly but the expense has been underwritten by the general agents themselves.

So far twelve members of the New York association have agreed to go as delegates to the Toronto convention. The local association is entitled to 25 delegates and the same number of alternates.

#### FORM INSURANCE COMMITTEE

**Representative Groups Selected by Indianapolis Chamber of Commerce—  
Is Headed by Oscar Schmidt**

**INDIANAPOLIS, IND., July 18.**—Oscar Schmidt, a prominent local agent of Indianapolis, has been appointed general chairman of the insurance committee of the Chamber of Commerce. At his suggestion a committee has been formed of three groups, fire, life and casualty. In the selection of the members of these committees representatives of stock and mutual companies and insurance buyers were chosen.

The fire insurance section is as follows: Sol Kiser, prominent local agent and banker; C. A. McCotter, secretary Grain Dealers National Mutual Fire; J. W. Williams, manager of the Manufacturers and Merchants Insurance Bureau; Eli Schloss, local merchant, and Percy Oblinger, Indianapolis Electric Company. The casualty section is composed of: Frank Chandler, manager Travelers; Pete Trone, secretary Indiana Travelers Protective Association; Henry Knaff, auditor Merchants Heat and Light Company; Dr. Jewett Reed, Indiana Industrial Clinics, and C. F. Merrell, of Turner, Merrell & Lock, casualty claim adjusters. The life section is Russell T. Byers, American Central Life; George S. Wainwright, superintendent Prudential and president Indianapolis Association of Life Underwriters; Louis C. Huesmann, manufacturer and capitalist; Fred Dickson, vice-president Union Trust Company and capitalist; Will Wade, Knights of Pythias.

A meeting of this committee was held Friday with eleven of the members present. It is proposed to do some constructive work and is conceded to be the strongest insurance committee and the best balanced ever formed by the chamber of commerce. Commissioner McMurray will be asked to address the committee in the near future, giving his ideas of some of the things that are needed as to the state insurance laws, chief of which is regarded as a codification of the laws.

#### Camp & Brightwell

T. B. Camp and W. L. Brightwell have been appointed general agents for the Shenandoah Life under the firm name of Camp & Brightwell. They will make Danville, Va., their headquarters. Both Mr. Camp and Mr. Brightwell were formerly connected with the Metropolitan.

## PAY MORE ATTENTION TO LIFE INSURANCE

**Texas Banks Give Matter Increased Consideration in Connection with Loans**

### FEDERAL RESERVE LEADS

**Its Attitude in Regard to Insurance Protection Has Decided Effect on Other Institutions.**

**DALLAS, TEX., July 18.**—Texas bankers are paying increased attention to life insurance as an asset in connection with application for loans. This is especially true of loans for a considerable amount and which run for any length of time. A canvass of the banks in Dallas revealed that practically every one of them wants to know how much and what kind of life insurance an applicant for a loan carries and to whom the policy is made payable. Some of them even inquire into when the premium is due and if any of the loan sought is for paying this premium.

While the life insurance policy is not essential in negotiating short time loans, 30, 60 and 90 days, the bankers want to know something about insurance policies anyway. Usually these short time loans in Texas are made on personal endorsements and the banker takes the position that if the man doing the borrowing fails to pay, the endorser will pay the note when due. The inquiry in connection with short time loans appears to be more for the protection of the endorser than for the bank itself.

#### Essential on Long Loans

But in connection with long time loans, those which cover a period of a year, the life insurance policy figures in the assets to a considerable extent. The banker wants to know about the life insurance policy just as much as he does the business conditions, prospects and general situation. The banker wants to know about the life insurance policy just as much as he does the business conditions, prospects and general situation. The bankers say that a farmer or cattleman desiring a \$5,000 loan for a year, who has an insurance policy for \$5,000 or more, stands a better chance to get the money than the man without the insurance.

Right now the Dallas bankers are not paying much attention to business insurance in connection with loans to corporations. These loans, bankers say, are rarely made for a longer period than 90 days, and if a concern gets to going bad it would require more than that time to go under completely anyway. However, the Dallas bankers like to see the amount of business insurance carried by the heads of the concerns asking for the credit along with the schedule of other assets. They usually ask if any of this kind of insurance is carried if the applicant fails to mention it in his statement to the bank in connection with the application for loans.

#### Federal Reserve for It

Probably the strongest incentive for bankers to request or favor life insurance in connection with applications for loans is found in the country banks or members of the Federal Reserve system generally. The Dallas Federal Reserve bank is a strong believer in life insurance. It would like to know that every man who borrows money from member banks carries life insurance. It is not making this any stipu-



**HUTCHINSON,**

**KANSAS**

**STEPHEN M. BABBIT, President**

Having recently entered  
Indiana

### THE FRANKLIN

Life Insurance Company of Springfield, Illinois, has several unusually attractive openings in that state for life men of general agency caliber.

—□—

Contract direct with the Company.

—□—

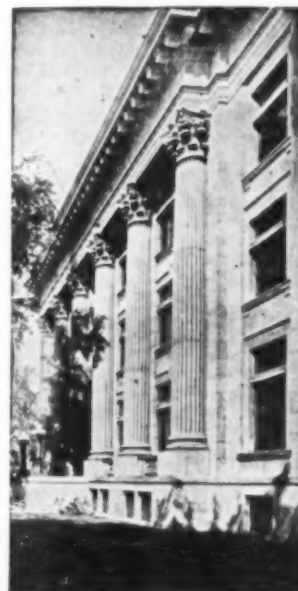
Over \$125,000,000 of insurance in force.

—□—

The remarkable growth and achievements of **THE FRANKLIN LIFE** are due to its traditional "Aggressive Conservatism" and the splendid co-operation between the Company and the Agency Staff.

Let us know something about your qualifications and your ambitions as an insurance man, and we will give you the details of our proposition.

*Write direct to the Home Office,  
Springfield, Ill.*



lation for member banks but it is impressing the fact upon bankers that life insurance is a pretty good asset for loans.

Judge Ramsey of the Federal Reserve bank said that all applications for loans sent out by the Federal Reserve bank at Dallas have a blank space for the amount and kind of life insurance the applicant carries and to whom this life insurance is made payable in case of death.

The reserve bank discounts and re-discounts a world of paper handled by member banks and that paper which shows the person doing the borrowing at the member bank is amply covered with life insurance stands a little better chance of action than the paper which shows the borrower carries no life insurance.

#### Getting More Attention

The Texas banks just this year began to pay any attention to life insurance in connection with loans. It is predicted that in a few more years banks will be inclined to look with disfavor on applicants for considerable amounts of money for any length of time, who do not carry life insurance.

For years the bankers have been demanding fire insurance when they lend money to merchants or industries. They say now that it may be but a short time until life insurance will become as essential in the handling of ordinary loans as the other lines of insurance are in taking care of loans on crops and the like.

#### Cotton States Life Progress

The Cotton States Life of Memphis is preparing to enter Texas and Alabama, opening up an extensive expansion campaign. Business for the first six months shows a gain of 90 percent over the first six months of 1921. The company is making good progress and President E. C. Hinds states that it is in the strongest financial condition of any time in its history.

## SELECTION OF INSURANCE RISKS

Some of the Factors That Enter Into This Important Work of a Company

BY J. J. PARKS

Secretary Missouri State Life

**I**N the selection of risks there are four distinct and separate interests which must be considered.

First: The interest of the company. A life company is absolutely dependent for its existence upon the character of its selections, and an indiscriminate, low standard of selections will in due time absorb the vitality of the company, independent of its interest earnings or its economic management. Extra and perilous hazards cannot be assumed without extra premiums and many hazards are beyond the pale even of extra premiums. Low mortality, a high rate of interest and economy of management not only determine the profits of a company but fix the premium rates to be charged for insurance. Therefore, the persons charged with these duties are dealing with questions vital to the existence and progress of the company.

#### Applicant Entitled to Hearing

Second: Every applicant who applies to a life insurance company for insurance is entitled to a fair and honest hearing. The company holds out inducements for persons to make application to it for insurance and when one has made such application he should not be declined lightly, or without consideration but should have the same hearing and the same kind of judgment as a man who comes into a court of equity for relief. However, unless a man comes into a court of equity with clean hands he is not entitled, under the rules of the court, to the relief sought. The same thing is true with an applicant for life insurance. If the applicant misrepresents and attempts to deceive, then he is not entitled to the

consideration and judgment to which he would be entitled if he came with clean hands and honest statements.

#### Agent's Interest Must Be Covered

Third: The interest of the agent who secured the application must be conserved. This agent has given his time and energy and interest in securing the application. He is a part of the company; a part of the field forces of the institution upon whom the company depends for its business and when he has secured an application he is entitled to have such application fairly and honestly considered. He has a real financial interest in it which should not be taken from him except in cases of absolute necessity. It is also true that if the agent desires such treatment he must be willing to cooperate with the company. He must see that the applicant makes true and correct answers to the questions in the application. He must use some judgment as to character, habits, physical impairments and occupation, which are visible to any one with common intelligence, but when this is done he is entitled to submit the application expecting just such treatment as he would receive if an attorney presenting his case to a court.

#### Interest of Other Policyholders

Fourth: The consideration of the interest of the other policyholders must not be forgotten. Under all laws, as well as rules of right and wrong, every policyholder should not only receive just and fair treatment but equal treatment under like circumstances. It is very unfair to place an extra hazardous risk on the same plane and basis

as a risk standard in all respects. This is especially true in any company where the policyholder in any way participates in the earnings of the company, whether present or in the future. You will understand, therefore, that those who are charged with the responsibility of the selection of risks, if they fulfill their obligations and responsibility intelligently and conscientiously, are not without a considerable burden. If, on the other hand, the selection of risks is considered lightly and the real responsibility of their actions is neither appreciated nor assumed by them, the task is an easy one.

#### Two General Classifications

Applicants are considered under two general classifications:

First: The physical condition. This is governed to a great extent not only by his condition as shown by his medical examination, but by his family history and past habits. This information is secured from the applicant's own statements and a medical examination made by a medical examiner usually honest and capable, but sometimes neither. The conclusion as to the physical hazard rests primarily with the medical department.

Second: The other hazard, broadly termed "moral hazard," carries with it the applicant's financial condition, his habits, character, reputation and occupation and are equally as important as the physical condition and sometimes the physical and moral hazard are very closely combined. The moral hazard is determined largely by the applicant's own statements and by inspection reports. These reports, like the medical examiner's reports, are confidential and the contents are not disclosed. The selection committee itself does not know the individuals who make them.

#### Selection Is More Liberal

There are thousands of people securing insurance today who could not have secured it if the conditions governing selections were the same as even ten

# *The Kind of Contracts That Made the Old General Agents Rich*

Do you realize that a General Agency contract with a company like the Columbia Life is a valuable asset; that if you are only a "fair-to-good" insurance salesman you can settle down to a life job under one of these renewal contracts and inevitably make a good income and at the same time provide a comfortable income for your old age?

The way to *make sure* is to select a company of seasoned experience and age, which is strong financially, which has liberal policy

contracts and a low net cost. Such a company is the Columbia Life. Look up the 20 year dividend illustration in the current Unique Manual Digest and compare it with the others. This will show you the real merits of Columbia.

General Agency Territory open in Ohio, Indiana and Kentucky.

Address

**Sumner M. Cross, President**  
Cincinnati, Ohio

years ago. The selection of risks has become far more liberal by all life insurance companies and the acceptance of substandard risks has broadened the viewpoint of the companies. This, of course, has entailed some exacting work upon the medical department where medical questions are involved and there never was a time when the moral hazard of an applicant was more difficult to solve than the present. The addition of the total disability, double indemnity and other benefits in the modern policy, travel in countries with which this country does not have a treaty, aviation and other new occupations constantly developing, call for the exercise of diligent study and close scrutiny of individual cases.

#### Use of Intoxicants

The use of intoxicants has always been a hazard. In the days of the saloon information could be secured relative to the approximate amount and kind of intoxicating liquors an applicant might use. Today it is impossible to determine that. Even the applicant himself does not know. He may think he knows but deceives himself when he thinks so, because there is so much "moonshine," "white mule" and "hootch" on the market made of the vilest kind of concoctions that it is impossible for one who drinks it to know what he is drinking. Someone has said that in these times everyone who uses intoxicants at all is an extra hazard, and it is not a question as to how much an applicant drinks but "does he drink?"

During the past few years the financial question has been one requiring close scrutiny. Men seeing the financial crash coming upon them and feeling what they thought would be a disgrace they could not face, have secured insurance to protect their families and then taken their own lives. The marital relations and environment have much to do with determining the desirability of a risk. There are still many other things that enter into the moral hazard which require the most close and careful scrutiny.

#### Value of Agent's Information

There is not any doubt but mistakes are sometimes made and that injustice has at times been done because the selection committee sees the applicant only on paper. One of the greatest aids to the selection committee in performing its duties properly and avoiding the doing of an injustice to the company, the applicant, the agent and the policyholder, is the agent soliciting the business. He comes in personal contact with the applicant; he sees him; he knows his environment and surroundings and should, by the use of common intelligence, be a judge to a very great extent of the character of the applicant. Of course, this is not always possible because the agent frequently secures the application of a person whom he has never before met and so has little opportunity of judging, but ordinarily he can determine very largely the character of the applicant and the exercise of real intelligent judgment on the part of the agent frequently saves the company expense, and disappointment to both agent and applicant.

#### Measure of Agents Soon Taken

Despite the fact that those responsible for the selections may not wish to do so they very soon learn the agents upon whose statements they can depend and they soon learn to know those who are perfectly willing to "put something over" if they can. These things mitigate against an applicant as well as the agent. Truthful statements, fair dealings get better results than scheming and side stepping the truth. The applicant who states in his application that he has never been declined and yet when his application comes before the selection committee the committee knows he has been declined and possibly within the last 60 days, they lose confidence in every other statement that he has made in his application. Very frequently it occurs that the applicant states in Part I of his

application that he has never been declined but in Part II, probably made on the same day to the medical examiner, he will state that he has been declined. This is a reflection upon the agent. Either the applicant was afraid to trust the agent or the agent was careless and indifferent or did not ask the question of the man at all, but wrote the answer in the application after he reached his office, thus willing to deceive the company or have the applicant seemingly make a false statement.

#### Reprehensible Conduct

There have even been cases where the applicant has stated distinctly that he was advised by the agent not to state in his application and examination that he had ever been declined. The applicant who makes such false statements knowingly or the agent who permits it to be done places the policy in jeopardy during the incontestable period of the policy, and thereby perpetrates a fraud upon both the insured and the company. The selection committee in reviewing and passing upon applications is not engaged in seeking reasons for declining an applicant. On the contrary, its members are engaged in seeking to approve all cases possible and their success depends, to a great extent, upon the cooperation, assistance and help of the agent. It is true that frequently an applicant is declined when the agent honestly and sincerely believes that the applicant is in every respect a first class risk, and does not have the opportunity to learn otherwise. It is also true that it is most unsatisfactory to the agent not to know the reason of this declination, but under the rules governing the company in securing information from medical examiners and others this information must be treated as confidential. Frequently an agent goes to the local medical examiner to find out whether there is any physical reason why the applicant should be declined and, of course, usually receives the answer from the medical examiner that the applicant is a first class risk. The medical examiner does not have any right to disclose to an agent or anyone else what he has discovered in the physical condition of an applicant and the medical examiner who does disclose that information is violating the rules of the company.

#### Starts Tongue of Gossip

So sure is an agent sometimes that the character or habits of an applicant have been misrepresented that he goes to men in the community and secures endorsements and statements which give the man a very high character and reputation. This is certainly to be regretted. It starts the tongue of gossip to wag. Almost any man can get recommendations when it is known that he will himself see the statements made concerning him and that others living in the community will see such statements. The cases are not infrequent where we have had such experience and afterwards the agent himself will tell us that he was mistaken. It is true that our information sometimes is prejudiced but we do not decline an applicant upon one report. We secure an alternate from another person who does not in any way know of the other report and if these reports agree the applicant is declined, but if these contradict each other then we secure the third and then reach a conclusion and even that conclusion is not decisive until three of the officers of the company have coincided in the conclusion. We have had many incidents where the statement of an agent himself has caused us to decline an applicant. Where the agent has found that the man is not, in his opinion, entitled to insurance, and has honestly given us such information and such men show their loyalty to this company in so doing.

The Security Mutual Life of Binghamton, N. Y., has applied for re-admission to Massachusetts, having retired from the state some three years ago. It names the All America Brokers of Boston as its agents.

## DAKOTA LIFE INSURANCE COMPANY

WATERTOWN, SOUTH DAKOTA

A strong conservatively aggressive company

If YOU'RE big enough to handle a General Agency, and can prove it; willing to demonstrate your productivity before asking for special concessions, WE can arrange a direct Home Office contract that will meet with your approval.

## Seventy-Nine Years of Service

Our first policy was issued in 1843.

Up to December 31, 1921, we had paid \$1,736,129,572 to policyholders and beneficiaries, and had accumulated \$675,319,164 for them. Dividends to policyholders totaled \$361,465,227 in the same period.

Total insurance in force at the end of 1921, \$2,472,651,779.

Corporations and Partnerships protected by Business Insurance. Inheritance tax provision for large or small estates. Philanthropic institutions endowed. Income policies for the protection of homes and dependents. Annuities for the aged. Up-to-date Disability and Double Indemnity provisions.

For terms to producing Agents address

## The Mutual Life Insurance Company of New York

34 Nassau Street, New York

In Business Since 1862

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

Insures all classes of selected lives, issuing policies on the ordinary, intermediate and industrial plan at all ages. It also insures against total and permanent disability. Policies of the company are made secure by reserves maintained on the highest standard, with additional contingent reserves providing protection against all emergencies. Information and Advice on any matter relating to Life Insurance is Available at any time through the Agencies or Home Office of this Company.



"SAFE AS A GOVERNMENT BOND"

## The OHIO STATE LIFE

LIFE, HEALTH, ACCIDENT and MONTHLY INCOME INSURANCE.

SEE →

LATEST POLICIES AND AGENCY CONTRACT

FOR FACTS

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

## KANSAS' GREATEST LIFE INSURANCE COMPANY

Invites Inspection—Inquiry of Integrity

### The Farmers & Bankers Life Insurance Company

Home Offices

Wichita, Kansas

Time—the Stuff that Life is Made of.  
Save it—Send Your Business Here.



**The Reinsurance Life**  
Des Moines

### Northwestern National Life Insurance Company MINNEAPOLIS, MINNESOTA

*Mutual*, with unexcelled dividend factors.

*Mortality 1921, 44%.*

*Interest earned upon mean invested assets 6.03%.*

*Assets of \$109 to each \$100 of liabilities.*

Business in force 1917, \$54,193,000

Business in force 1921, \$139,868,000

Excellent direct general agency contracts available for  
Central and Southern Ohio, Utah, Oregon and  
Northern California

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

### The Capitol Life Insurance Co. of Colorado

Clarence J. Daly, President  
Denver, Colorado

### INDIANAPOLIS LIFE INSURANCE COMPANY

OPERATING IN

Indiana, Illinois, Michigan, Texas, Florida and Minnesota

NOTED FOR

Large Annual Dividends, Modern Policies, Clean Record

FRANK P. MANLY, President

### HAS ENVIABLE RECORD

#### TRIBUTE FOR J. A. CAMPBELL

Celebrated Thirtieth Anniversary of  
Entering Service of New York  
Life on July 15

A worthy tribute was paid James A. Campbell, agency director for the New York Life in charge of the Central Branch in Chicago, by the board of directors of the company in commemoration of the thirtieth anniversary of his entering the service of the company, this being celebrated on July 15. Mr. Campbell has achieved an enviable record in life insurance production and has proven himself a leader worthy of the name. The great sum of \$205,000,000 has been paid for by the three branches of which Mr. Campbell has been manager, this record being established by his personality and capability as a manager. It has always been a practice for him to treat all his agency forces as associates and his office has been always open for consultation and discussion with any and all. He has been more than a leader to the men under him, he has been an advisor and counselor. With this spirit of co-operation and good-will, his men have been large and consistent producers. Three agency directors have been developed from his Central Branch and many of his best men have been transferred to become the foundation of other offices, thus necessitating rapid development of new material. Mr. Campbell, however, has been a maker of salesmen and a producer of business from the first and has built one of the great agencies of the country. The month of July was to have been a special production month in honor of his anniversary, but the great agency production of \$3,500,000 in June was so favorable as to cause a postponement of this campaign. It will probably be held in October, in order to give impetus to the fall and winter business. Mr. Campbell began his career with the New York Life July 15, 1892, as a clerk in the St. Paul branch. He became successively its cashier, instructor and agency director. In June, 1907, he was promoted to his present position. Under his leadership the Central Branch has grown from an annual paid business of \$6,250,000 to nearly \$19,000,000 in 1921, making it the largest branch office of the New York Life. This summation of his life work was included in the resolution adopted by the board of directors of the company which was spread on the records of the board as an expression of its appreciation of Mr. Campbell's unprecedented record as a field manager. A handsomely engraved copy of the resolution was presented to Mr. Campbell on his anniversary day, July 15.

### Found Life Insurance His Surest Haven

THE Equitable of New York tells an interesting story of how the loser in a business venture returned to and tripled his income bond investment. Frank H. Stratton, general agent of the Equitable at Boston, recently sold a \$300 monthly income bond. This applicant several years ago bought an income bond for \$100 a month, but after paying a full year's premium refused to maintain it, giving as a reason that he could do much better by investing his own money.

A year or two later he went into a new enterprise with which he was totally unfamiliar but from which he expected to emerge a millionaire. Instead at the end of two years he was left absolutely without funds and broken in health. He returned to his business and succeeded in getting a new financial footing. Therefore, he proved to himself that he was not as sagacious in investing his money as he thought and hence, bought a \$300 income bond.

#### Committee on Convention Plans

Clarence W. Hobbs, insurance commissioner of Massachusetts, has appointed the following committee to arrange for the meeting of the National Convention of Insurance Commissioners to be held in September: Edward C. Stone, attorney; E. S. Litchfield, of O'Brien, Russell & Co.; J. Waldo Bond, Federal Mutual; Lemuel G. Hodgkins, Masonic Protective Association; Charles H. Flood, New England Mutual Life, and Albert H. Brook, John Hancock Mutual Life.

It is expected that there will be an attendance of about 250. Mr. Hobbs is very much pleased over the fact that all insurance interests are cooperating for the success of the meeting. President Alfred Davenport of the Boston board has appointed C. H. J. Kimball, H. M. Fenton and John Paulling Meade from that body to assist Mr. Hobbs. The guests will stay at the New Ocean House at Swampscott, near Boston.

#### Strike Hurt Cleveland Business

Some of the life insurance offices in Cleveland are complaining that the strike of the railroad men and the coal miners is injuring their business. This is not so much because of those who are not working, but the trouble has resulted in a turmoil which makes it impossible to get men to think or do anything outside of their immediate business or other duties.

Up to two or three weeks ago all the offices were making excellent gains over the records of last year and this trouble is considered only temporary by those whom it has affected. It is still felt that the promised volume of business for the year will not decrease to any extent.

## MANAGER WANTED

We desire a man between 30 and 38 years of age, with experience as a *life insurance salesman*, and with *managerial ability*—one with a record of real accomplishments—to manage one of the oldest life insurance offices in Chicago (E. H. Carmack Agency).

An unusual opportunity is open to the person with the necessary qualifications, who can make good.

Send applications, giving full particulars, including age, experience, references and other qualifications to:

STEPHEN IRELAND  
Superintendent of Agencies

State Mutual Life Assurance Company  
WORCESTER, MASSACHUSETTS

## AGENTS CAN AID IN MEDICAL SELECTION

Experienced Man Often Able to  
Give Good Service to Prospect  
in That Way

## CAN JUDGE OF FITNESS

Possible to Cut Down Rejections and  
in Some Cases to Help Applicant  
to Qualify

One of the outstanding features of recent years has been the development of service by life underwriters and one of the great factors in the increase of service now being given policyholders and prospects is the ability of life insurance agents to act in the capacity of medical advisers to prospects. Life underwriters have not become medical experts, just as they have not become actuaries. They have, however, acquired considerable knowledge of the fitness of a prospect and the ability to cross-examine a man or woman in such a manner as to know whether or not the prospect can be taken as an applicant. This is of great importance and helps sustain good will on the part of policyholders. It also creates a better record for the agent. Rejection both hurts the policyholder and agent and probably loses considerable business for the company as well. If the agent is able to judge, except on border line cases, as to the acceptability of the prospect and can prevent the prospect from going through the entire preliminary program, it will be of great assistance to all concerned.

### Experience Develops Ability

Experience has shown that it is the beginner whose rejection record is high. The life underwriter who has had years of field training usually develops his underwriting ability to such a degree that his rejections are very nearly zero. As he becomes older and acquires experience the rejections decrease. This is believed to be the result of the gradual acquisition of a medical knowledge on the part of the underwriter. Experience teaches the agent certain limitations as to medical requirements and it also is true that an agent naturally is alert to observe the opinions of medical men, with a view to studying his prospects. Many agents proceed still farther, actually studying the matter, looking at it as a service to the prospects.

### Aid in Border Line Cases

One manager has spoken of this medical advice as one of the most necessary and important services an agent can render. He says: "It is

often possible to remedy border line cases, or even cases that are very subnormal, and the uninsurable prospect who is thus improved and insured will be given a real service. It will be appreciated and bring material results as well as the reward of service and the individual policy, for the agent who does this is certain to become a friend of the policyholder and have additional prospects referred to him. It is first necessary to know how to advise the prospect to fit himself for a policy. Some cases may be so easily remedied as to require no medical attention, others may require attention and treatment and for these the mere appraisal of the condition is a service.

### Experience Discovers Defects

"Many individuals, as any life underwriter knows, do not know that they are anything but in perfect physical condition, whereas the experienced agent can quickly detect some fault that would result in a rejection. Once rejected, it is far more difficult to obtain insurance than if the change is made before application is made. This does not mean that any doctoring of the prospect to pass a flash examination can be made or that an agent should exert every effort to locate subnormal cases for the work, but it does imply that an experienced life underwriter will study all prospects approached and, if any defect is discovered, a remedy will be suggested or applied in proper channels before application is made. No one wishes a high rejection record."

### Easy to Obtain Data

Life agents can easily become medical judges of men and render this service to prospects. As one field man has said: "It is a simple matter to obtain the necessary data from a prospect during the approach. It must be obtained eventually and the approach can be made more personal and the business transacted more to the point, if this information is sought at once. Such matters as operations, underweight, family history and others of similar nature can easily be classified in the mind of an agent, so that the rejection status of an applicant or a prospect can be discovered at once. In the preliminary study of a prospect much can be learned. Often information received from a friend or acquaintance brings to light facts that would doubtless be found during an examination, but that are forgotten or considered unimportant by the prospect himself.

### Judge Prospect by Eye

"In addition to this information, there is the ability to judge the prospect by eye as a factor in rating the applicant. Some things are apparent and require no query. No medical vocabulary is necessary nor is it necessary to become a doctor. What is wanted is merely a working knowledge of conditions as they exist. With all the facts together in the agent's mind,

## WANTED

One of the Standard Legal Reserve Life Insurance Companies,—Location Middle West, wishes two reliable representatives to do special Field work in Illinois and Indiana. Salary and Commission. None but producers need apply—new and up-to-date policy forms—hard to beat! Reference required. For detailed information address B-39, care of the National Underwriter.

## American National Insurance Company OF GALVESTON, TEXAS

W. L. MOODY, JR.  
President

SHEARN MOODY,  
Vice-President

W. J. SHAW,  
Secretary

### FINANCIAL STATEMENT, DECEMBER 31, 1921

ADMITTED ASSETS	LIABILITIES
Real Estate Owned.....\$ 896,517.61	Net Reserve, American Experience (3 and 3½%).....\$9,261,807.63
Mortgage Loans (First Lien).....4,108,612.42	Special and Contingent Reserves.....204,251.00
Collateral Loans.....1,000.00	Reserves for Death Losses in Process of Adjustment or Adjusted and Unpaid.....105,608.25
Loans Made to Policyholders (on this company's Policies).....1,198,944.47	Reserves for Taxes.....129,129.51
Bonds.....3,536,822.42	All Other Liabilities.....158,244.72
Cash in Banks.....1,463,977.37	Capital Stock.....\$500,000.00
Certificates of Deposit.....6,908.28	Assigned Funds.....243,252.00
Interest Due and Accrued.....237,661.04	Surplus.....1,070,643.81
Deferred and Uncollected Premiums (Less Loading).....221,999.36	Surplus to Policyholders.....1,813,895.81
All Other Assets.....493.95	
<b>TOTAL ASSETS.....\$11,672,936.92</b>	<b>TOTAL LIABILITIES.....\$11,672,936.92</b>

Ordinary and Industrial Life Insurance in Force, \$157,699,773.00

Operates in Nineteen States and the Republic of Cuba

"ANCHOR TO THE ANICO"

## ONE OF THE REASONS for The Shenandoah's Unprecedented Success—The S-O-M-E Policy

- |                           |   |
|---------------------------|---|
| 1. \$10,000 to \$14,683   | } ORDINARY DEATH  |
| 2. \$20,000               |   |
| 3. \$100                  | } --ACCIDENTAL DEATH<br>{ PER MONTH FOR LIFE IF TOTALLY<br>{ DISABLED |
| from \$10,000 to \$14,683 |   |
|                           | } TO YOUR FAMILY UPON YOUR DEATH                                      |

And matures as an old age endowment. Premiums payable for 20 years, with four liberal options NOT DEPENDENT UPON EXAMINATION.

ONLY ONE OF OUR MANY LIBERAL POLICY CONTRACTS.

We also offer Double Indemnity and Disability as well as all forms of policies (except Term) to women at the same rate as male risks.

OUR STRENGTH—\$2.06 for every dollar of liability

**The Shenandoah Life Insurance Co.**  
Roanoke, Virginia

General and District Agency openings in Arkansas, North Carolina, Virginia, West Virginia, New Jersey, Tennessee, and South Carolina.

On Agency matters address—W. F. MACALLISTER, Agency Manager

**THE COMPANY OF  
SUCCESSFUL  
SALESMEN—  
BANKERS LIFE**

GEO. KUHN, PRES.



DES MOINES

## Splendid Business Openings

for three live insurance men, big enough to qualify for  
**Ground Floor General Agencies**  
for one of the best companies.

### Northwestern National Life Insurance Co.

HARRY WOOD BLOUNT, *State Agent for Illinois*  
740 Continental & Commercial Bank Bldg. Chicago, Ill.

## "Miracle" of Life Insurance

IN a recent laudatory article written by the editor of a magazine for salesmen, "How to Sell—and What," The Columbus Mutual Life Insurance company of Columbus, Ohio, was declared to be the "Miracle" of Life Insurance because of its success in reducing cost of insurance and building up its surplus and because of what it has done for agents—enlarging their opportunities and increasing their rewards. Other companies in time, the editor predicted, will be obliged to adopt the methods inaugurated by President C. W. Brandon. "The accomplishments of Mr. Brandon are the marvel of insurance men," he wrote. "They never thought it could be done. Now they are laying their tributes at Mr. Brandon's feet."

So great has been the demand for this magazine article that it has been republished in pamphlet form. The first edition of the pamphlet was quickly exhausted and a second issue has been published. A copy will be sent free to any one writing his name and address in the margin of this notice and forwarding to the Home Office.

The Columbus Mutual is doubling every two years and is attracting thoughtful agents by the score.

Incorporated 1851

## BERKSHIRE LIFE INSURANCE COMPANY

PITTSFIELD, MASS.

W. D. WYMAN, President

This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.

Has always rendered the highest grade of service to its policyholders.

Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business.

Its policy contracts give to each individual insurer full protection, safe-guarding, at the same time, the interest of all policyholders.

Winfield S. Weld, Supt. of Agencies.

## Added Agency Opportunities

Advantageous agency contracts are open to men of established ability and integrity. Standard policy forms are now issued to male risks between the ages of 10 and 60 and to female risks between the ages of 15 and 60.

The entering of extensive additional territory is contemplated during the current year.

## CONTINENTAL LIFE INSURANCE COMPANY

ST. LOUIS, MISSOURI

EDMUND P. MELSON, President

the mental rating can be applied with little difficulty, for, after all, there is nothing new. The cases can all be classified according to previous practice. For this reason, the experienced life underwriter is adept at this physi-

cal judging of men, for after a few years of studying prospects, it becomes apparent with no effort that a prospect is to be classed in a certain group and will or will not pass the policy examination."

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

### ISSUES TWO NEW LIFE FORMS

#### North American Life of Chicago Announces Life Endowment at 85 and \$5,000 Whole Life

The North American Life of Chicago has issued premium rates on two new life policy forms, together with cash and paid up values. One of the forms is an endowment at 85, for which rates are similar to the ordinary life rates. This plan of insurance has been adopted by the company without change in premium rates in place of the whole life plan for which premiums and surrender values are quoted in the regular rate book. All rates and values for the whole life plan are now withdrawn and replaced by the new endowment at age 85. The other policy form issued is the ordinary life special for \$5,000, which is issued on select lives only and in multiples of \$2,500, with a minimum amount of \$5,000 and a maximum of \$50,000. Annual premium rates are quoted on the basis of \$5,000. The policies are issued on an annual basis only, though payment may be changed to semi annual or quarterly after the first year. For semi annual rates 4 percent is added and the amount divided by two and for quarterly rates 6 percent is added and the amount divided by four. On both new policy forms the company quotes on four classes, without double indemnity or total disability, with double indemnity only, with total disability only, and with double indemnity and total disability both. The annual premiums on the policies without double indemnity or total disability for five year intervals on the endowment at age 85 and for every year on the ordinary life special are as follows:

Endowment at Age 85			
Age	Prem.	Age	Prem.
15	\$14.53	40	\$27.53
20	16.00	45	33.10
25	17.87	50	40.73
30	20.27	55	51.25
35	23.39	60	65.85

Some executives in need of salaried employees go on expensive prospecting tours; others let an ad of this size and appearance bring applications to them. One inch, one column wide, one time \$3.75.

### Ordinary Life Special—\$5,000

Age	Prem.	Age	Prem.
20	\$69.70	41	127.75
21	71.30	42	132.60
22	72.95	43	137.80
23	74.70	44	143.25
24	76.45	45	149.05
25	78.40	46	155.25
26	80.45	47	161.85
27	82.50	48	169.90
28	84.75	49	178.40
29	87.05	50	187.40
30	89.55	51	196.90
31	92.15	52	206.95
32	94.85	53	217.65
33	97.75	54	228.95
34	100.80	55	240.95
35	104.05	56	253.75
36	107.45	57	267.30
37	111.05	58	281.75
38	114.90	59	297.15
39	118.90	60	313.50
40	\$123.25		

### Ohio State Life

The Ohio State Life has recently issued 15 and 20 year endowment policies to be sold to children between the ages of 2 and 13. These provide for graded death benefits. The premiums are the same as the company's regular 15 and 20 year endowment policies issued at age of 20.

### Missouri State Life

The Missouri State Life has announced a revision of its policy forms effective July 15, the principal change being in the disability benefits. The total disability benefits are greatly liberalized, the new clause applying to any disability originating after the issuance of the policy. The old clause covered only disability originating after the policy had been in force six months. The new clause also provides that the first payment of monthly income shall be made immediately upon receipt of due proofs of disability while the old clause provided for the first monthly payment six months after receipt of proofs. The new clause provides that total disability which has existed continuously for three months is presumed to be permanent. The specific disabilities are changed to cover the loss of use of hands or feet, while the old clause required the severance of hands or feet. The new benefits are issued without change in total disability premium rates, but the change is not retroactive and does not apply to policies previously issued. There are also a number of minor changes made in the policy, designed to improve the appearance, remove ambiguities, and to make it more readily understood.

### Travelers

The Travelers has extended to all life policyholders not now carrying monthly disability income the addition of permanent total disability provision to existing contracts, when applying for new life insurance. The limit on all life contracts carried by one insured will be \$250 monthly disability income and the maximum per thousand of insurance will be \$10. This is part of the campaign for the re-solicitation of life policyholders carried on during the month of June.

### Shenandoah Life Convention

The annual agency convention of the Shenandoah Life will be held July 21-22. The first day will be devoted to business and will be held at Roanoke, Va. The second day will be given over to pleasure. The home office employees, officers and agents will leave Roanoke at 8 a. m., July 22, in cars for Natural Bridge, Va., one of the most beautiful and widely known natural wonders of the United States, returning to Roanoke the same day.

## FIELD MEN ESTABLISH CHICAGO HEART CLINIC

(CONTINUED FROM PAGE 1)

point can be made physically fit and desirable life insurance subjects, if they are properly treated by a physician who knows his business.

### Medical Men Opposed

A few Chicago general agents have held several informal conferences regarding this move. Chicago medical directors have expressed themselves as opposed to the idea. One, who examines a large number of cases daily, said: "Every medical man knows that it is possible to doctor up cases. Where there is sugar, or albumen, or over weight, or under weight, or high blood pressure, or even a slight heart murmur, the patient can be so handled as to appear normal at least for the period of the examination. A clever doctor can remove the traces of an impairment for a short time. It is not often that heart derangements can be remedied even temporarily, but a number of the more common impairments that are sufficient to cause a rejection can be eradicated by a doctor in such a way as to secure a favorable report from the life insurance examiner."

### Voices Strong Disapproval

"This is no news to medical men. But the fact that it can be done does not mean that it is proper or regular. What is the purpose of bolstering up life insurance applicants, if not to get them life insurance under misrepresentation and to swell the pocketbook of the agent placing the business? If a man is under average from a physical standpoint he is an impaired risk, and that is all there is to it. It is entirely possible to improve his physical condition temporarily, but after a time he will slip back into his old state again. I look upon this proposition only with disfavor. If an applicant has an impairment that is pronounced enough to prevent him from getting life insurance; the chances are 100 to one that he will always have that particular physical deficiency. The medical standards of life companies are reasonable. They have been established only after years of experiment and study. If a life company denies insurance to a man because of a physical impairment it is because that impairment is liable to be permanent and hence, make the applicant an undesirable life insurance subject. No heart clinic or medical laboratory can overcome a condition of that kind. It is permanent, and while it may be altered or modified for a short time it cannot be removed."

### Vigorous Denunciation

Another prominent life insurance medical man in Chicago said: "This appears to be like the old game of doctoring up the horse before the race. There is certainly nothing commendable about the proposition. To me it seems to be a plan by which agents and undesirable life insurance applicants can 'slip something over' on the companies. Certainly, it provides agents with the means of offering impaired risks as normal ones, and getting insurance for substandard cases that are entitled to no insurance at all, or at best, policies at higher rates. We all know that the case that is over weight can be brought down to about normal, or that evidence of a diabetic condition can be removed for a day or so, or that various other things to cover up a physical impairment can be done. But when an organization of agents establishes an office or laboratory or clinic, for the purpose of regularly doctoring up impaired risks I think the situation has become serious. Every medical man in Chicago should register a protest against this thing which to me is one of the greatest evils that has crept into the life insurance business in Chicago since I have been doing examining work."

Still another medical man who has been examining life insurance applicants

for a number of years said: "This thing should be stopped before it goes any further. It is going to create a bad impression at home offices. It is going to make the companies skeptical regarding their Chicago business. It is going to harm the agents in Chicago who are not affiliated with the Chicago Life Insurance Field Men's Club and who are not encouraging policyholders to conceal physical defects, or to be treated for impairments with the idea of misrepresenting facts to a life company. If this thing is allowed to go on you will notice that the companies will be much more careful about writing business in Chicago. If this medical clinic could do anybody any real good it might be, in a sense, commendable."

### Agent Plants Seed

"As I see it, it simply permits an agent to get a case through that should not be passed. The agent, through the medical clinic, shows the policyholder how he can circumvent the rules. The policyholder is shown how he can get something that he is not entitled to. The idea of putting something over is planted in the prospect's mind, and it did not exist there before the agent explained the purpose of the medical clinic. Many agents know too much as it is. They have learned how to coach prospects in the filling out of an application. They know something about the diet that should be used by the prospects who have a diabetic condition, or sugar or albumen."

### Effect of Substandard Talk

"I do not know what has encouraged the establishment of a thing of this sort. Perhaps the widespread discussion of substandard business has had something to do with it. It is a plan that should be condemned, because it results in life companies writing business that they do not want, should not get, and would not take if they were familiar with the actual facts. It puts the agent and policyholder in an unfavorable light and casts a cloud over both. There could be some excuse for a medical bureau of this sort if it would result in a permanent physical benefit to an applicant, but every medical man knows that all such an organization can do is temporarily, and for a short time only, to eradicate evidences of a permanent physical deficiency."

### Views of Other Side

Those who are familiar with life insurance conditions in Chicago say that the Chicago Life Insurance Field Men's Club is sincere in its efforts to establish a medical impairment clearing house that will be of assistance to rate book workers in Chicago. John H. Stevens, associate general agent of the National Life of Vermont in Chicago, is president of the Chicago Field Men's Club. He is regarded as a well-grounded life insurance producer. A number of sound agents who have been successful as personal writers for a long period of years are members of the Field Men's Club. They have been anything but pleased with the large number of rejections that come to the average writer of business. They have a feeling that medical requirements have been tightened up unnecessarily. They have the opinion that considerable business is declined which could be written and handled by the

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**THE MIDLAND MUTUAL LIFE INSURANCE** Company of Columbus, Ohio, an established, conservative, high-grade and progressive Middle Western Company, has been admitted to Pennsylvania and will thoroughly organize it at once.

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Splendid territory open in Indiana, Michigan and Illinois, for District and General Agents, who are capable of handling men.

Best Commissions and Renewals. Renewals once earned will be paid you or your estate. If interested in building for yourself, write

C. D. RENICK, President

ERNEST E. WEBSTER, General Agency Manager

companies at a profit if the policyholder were shown how to get into proper condition physically. They are of the opinion that many applicants regarded as below par can be permanently put into the normal class.

#### Only Few Agents Involved

Probably eastern life offices have become unduly alarmed over the Chicago Life Insurance Field Men's Club project. As a matter of fact, only a small proportion of the life insurance writers in Chicago are members of the Field Men's Club. The present scheme provides that the heart clinic is to be used only by members of the organization. This means that a rather small number, when the total is concerned, of life insurance men in Chicago will make use of the newly established laboratory. Dr. E. H. Baker, who is in charge of the work is a heart specialist of prominence. He is connected with the laboratory work at the University of Chicago, and is recognized as a student of heart disorders. He is enthusiastic about the plan, and has for some time been interested in the creation of an organization such as has now been launched.

#### Not Trying to Deceive

Many field men declare that it is not uncommon for life insurance men to advise their prospects to consult a

physician where they are impaired. Field men deny that they are attempting to railroad risks through that are permanently impaired. They say that a number of men have gotten themselves into a physical condition where they are substandard without realizing it. They should consult a physician on general principles, regardless of whether they intend to take out life insurance or not. The declare that Dr. Baker is able to ascertain whether a man can be gotten into shape for life insurance and become a permanent good risk. They say that there are similar clinics in New York and other cities that are regularly patronized by life men. They assert that there is no need for any alarm in Chicago. If a man is found to be out of the running entirely and cannot receive permanent benefits they will drop the case.

#### Dr. Baker's Views

Dr. E. H. Baker declares that his plan is entirely misunderstood by the companies and perhaps by the life men themselves. Dr. Baker is doing considerable research work in laboratories at the University of Chicago. He states that he is in no way interested in "doping" up men to pass a life insurance examination. He states that he is as far from any work of that kind as the earth is from the stars. Dr. Baker says that life

insurance companies as a whole do not comprehend what can be done toward remedying impairments that will get people in first class shape. He says that he is only interested in effecting permanent cures. He does not ask the life insurance companies to take people that respond to treatment until the medical departments are thoroughly satisfied about their condition.

#### Will Give Ample Proof

Dr. Baker does not want his work to be taken on faith. What he is asking for is the assistance of the life companies in giving a sufficient number of cases with impairments so that his plan can be worked out while these people are under observation by medical men appointed by the companies. If he is not able to accomplish what he thinks he can then he states he should be thrown into the discard. If, however, he can prove that his methods are effective, then he thinks the life insurance companies will be interested in having their own policyholders treated, where impairments are found. Many that are being rejected at the present time can be permanently relieved in his opinion and be put in shape to pass a creditable examination. Dr. Baker thinks that many of the medical directors are skeptical as to his views. If they are, he asks that they watch his experiment for six months

or a year or as long a time as necessary in order that they may be convinced of the result of his treatment. Dr. Baker does not rely entirely on drugs.

#### Blood Pressure Cases

He specializes on high blood pressure cases. He says that all these cases should be put under observation and ascertain the cause of the high blood pressure. It is useless, he says, to try and temporarily relieve the pressure. What he is attempting to do is to get at the source of the trouble. If the systolic blood pressure is being lowered the diastolic must be made to respond accordingly. Dr. Baker said that his only offer to the Chicago Life Insurance Field Men's Club was to gather together sufficient cases so that he could prove that his method of treatment is successful. He is not seeking any personal glory or emolument. He feels that if there is efficacy in his methods the life insurance companies will be greatly interested in it from the standpoint of the general welfare of the people and their own policyholders.

#### DISCONTINUES THE PRACTICE

#### Kansas City Life Will Decline to Take Notes Covering Second and Third Premiums

The Kansas City Life announces that an emergency measure whereby premium notes have been accepted for the full amount of the second and third premiums for a period not to exceed three months will be discontinued Aug. 1. After that date the company will require that at least a sufficient amount of cash to cover term insurance for the duration of the premium notes, accompanying all the second and third premium renewals must be secured. The Kansas City Life says that its experience in the collection of renewal premium notes where the notes covered the full second or third premium has been exceedingly unsatisfactory, only a small percentage of such notes having been paid. It says, however, that premium notes given for third and subsequent premiums show a higher percentage of payment.

#### Insurance By Ages

A classification of the new issues of the Northwestern Mutual for 1921 gives the following interest information as to the percentage issued to each of the several age groups:

	Amount Percent	Lives Percent
At ages under 21.....	4.18	10.51
At ages 21 to 31.....	28.28	39.01
At ages 32 to 41.....	36.81	30.72
At ages 42 to 51.....	24.05	15.69
At ages 52 to 60.....	6.68	4.07

The company says:

"The greatest percentage of lives is obtained in the 21 to 31 group, but the heaviest percentage of volume is on the 32 to 41 class. Compared with 1920, the trend in 1921 was slightly toward a heavier percentage, both of amount and of lives, on ages 42 to 60, and a corresponding decrease on classes under 41. The only exception was an increase in percentage of lives in the 21 to 31 class."

#### Midland Mutual Training Schools

J. G. Monroe, superintendent of agents for the Midland Mutual of Columbus, O., recently completed the second training school class of ten days of intensive training for its agents. The first training school class of ten days was held in February of this year. Before the year is over it will probably have its third class and in the course of a year will have given ten days training to about 100 men and women. This company secured the first copies of Stevenson's book, "Selling Life Insurance," and this has been used as a text. A number of experienced insurance men from other cities have given talks on subjects of value to the students.

# AMERICAN CENTRAL LIFE

## Insurance Co.

INDIANAPOLIS, IND.  
Established 1899

**HERBERT M. WOOLLEN**  
PRESIDENT

## Paper Salesman Shown Fallacies That Exist In Twister's Arguments

**T**HAT a twister's arguments can be successfully met, at least until the twister gets another inning, was somewhat amusingly demonstrated in the Chicago office of THE NATIONAL UNDERWRITER recently. A paper salesman left the office resolved not only to keep the policies he had, but determined to try to reinstate one he had already cashed in.

After a conventional solicitation on paper stock, he asked for advice on cashing in the accumulations on an accelerative endowment and using them, with future dividends, to buy more insurance. He was advised to leave the accumulations where they were until the policy was paid up, at which time he could decide whether to let it stand or go on and mature it as an endowment.

### Hales "Estate" Argument

He had evidently been impregnated with the trading idea and was somewhat dashed at the advice. By way of argument he brought up a tontine policy, just about to mature, which he was going to cash in on the old theory of using the income to pay for more insurance. He was advised to take his dividends but to leave the reserve, on the ground that he would never get any cheaper insurance than was represented by the reserve. This brought up the old "estate" argument and he showed that with \$16,000 in other policies, the \$418 reserve on the one he intended to cash, and \$1,000 new insurance that the interest on the \$418 would pay for, he would have an estate of \$17,418. He explained he wanted all the insurance he could pay for. The reply to this was that if he could carry \$16,000 he could carry another thousand without the interest on this small reserve, that he would probably spend that much without knowing where it went, and that if he took another thousand he would have an estate of \$18,000 instead of \$17,418.

### Profits Only on False Factors

This was departing from mathematics, but the policyholder smilingly acknowledged the point. However, he returned to the figures, and began to calculate on the basis of 6 percent on the \$418. This was promptly challenged on the ground that allowing for taxes, expenses, trouble and idle money, the average investor would not net 6 percent, nor 5 percent. There was a sheepish admission that he had already cashed one, about three months before, and the money was still lying in his checking account, without interest. The favorable impression was reinforced by a flat assertion that no matter how a twister may figure, he cannot show a profit on changing policies without taking in false factors, such as figuring premiums on the new policy only up to age 70 (a common trick), or assuming interest earnings that the policyholder will not realize, or ignoring dividends on the policy recommended to be cashed in.

### Appeal to Common Sense

The paper salesman was still fascinated by the idea of juggling with his policies and making a few dollars, or more likely, in actual experience, a few cents, and the argument was switched to appeal to his common sense, in view of the mathematical principles involved. It was pointed out that the \$418 was not merely the surrender value on his policy, but was the net present value of \$1,000 on his life. It was explained that this \$418 was the basis of any premium he might pay, whether he took an ordinary life, a 20-pay or a single premium policy, and that an expense charge of 20 percent to 30 percent would be added. In other words, his present policy was paid for and would carry itself, while to get a new policy his rate would be based on the same sum with expenses added, and besides he would

sacrifice the dividends on his paid-up policy.

Returning to the matter of interest earnings, it was explained that while it only assumed 3½ percent, his company was actually earning over 5 percent, and that through his dividends he was getting the benefit just as surely as if he took down his money and invested it himself.

The latter part of the argument was frequently diverted to speculations on whether he could get back the policy he had already cashed in.

### Kansas City Life Loses Payroll

The payroll of the Kansas City Life, amounting to \$5,651.63, was taken from two company workers Friday morning. A negro bandit snatched the coin sack from H. R. Carpenter, assistant cashier of the company, and L. C. Owen, assistant secretary, and escaped in an automobile. The holdup took place in the basement of the Rialto building, in which the home office of the company is located.

An hour after the robbery the insurance company obtained new payroll cash. This time C. N. Sears, secretary of the company, and Wood Arnold, a vice-president, made the trip accompanied by two detectives. This trip was uneventful.

## PACIFIC MUTUAL MEN CONVENE IN CHICAGO

(CONTINUED FROM PAGE 3)

President Coleman carried the program through in a capable and business-like manner. In his address of welcome on the first day, he outlined briefly what a company expects of its producers in the field, and particularly referred to the treatment received by agents who offer a company borderline case. Mr. Coleman said that all companies are writing a great many more substandard cases than formerly, and that an agent who has always played fair with the company, who has never tried to misrepresent a case, and has never withheld any important facts is always given the benefit of the doubt by the medical department when a borderline case is offered.

### Baker Gives Interesting Facts

Some interesting facts about the Pacific Mutual were given by Vice-President Baker in his talk on "Working For and With the Pacific Mutual Life." Mr. Baker related that he commenced life insurance work for the Pacific Mutual in Chicago in 1893 at a time when twisting and rebating were common features of life insurance work. He

said that conditions in Chicago were so bad at that time that it took an expert to even give business away. He contrasted these conditions with the fine spirit of cooperation that present-day life insurance men show toward each other. In discussing the growth of the company, Mr. Baker said that the Pacific Mutual has 81,000 policies in force in California alone, or one policy for every eight voters in the state. It collected \$4,548,000 in premiums in California last year. The Pacific Mutual is one of the pioneers in the noncancelable accident and health field, and last year collected premiums of \$1,300,000 on this form alone and has at the present time 16,000 noncancelable policies in force.

### Can Salesmanship Be Taught

M. D. Sennette of Redfield, S. D., started something with his talk on "Can Salesmanship Be Taught?" Mr. Sennette took the position that it was quite possible to successfully instill in the recruit the fundamental principles of salesmanship. He said that a knowledge of the business is in itself worth nothing unless it is coupled up with enthusiasm. Mr. Sennette said that it is not so much what the agent says as how he says it. The successful feature of salesmanship must be able to impart



*"It ain't the individual, nor the army as a whole,  
But the everlastin' teamwork of every bloomin' soul."*

TEAMWORK is the spirit of the Union Central Life Insurance Company. Each individual agent knows that the Company is back of him, ready to encourage and urge him onward in his work.

Indications of Company progress during the past year are the establishment of a Service Bureau,—the adoption of new policy contracts,—increased cash values,—and an increase in the interest rate to 5 per cent on policy proceeds and on dividends left on deposit.

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If You SERVE

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**Guardian Life**  
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Home Office, Madison, Wis.

#### HOME LIFE INSURANCE CO. NEW YORK

WM. A. MARSHALL, President

The 62nd Annual Report shows:  
Premiums received during the year 1921.....\$6,990,547  
Payments to Policyholders and their beneficiaries in Death Claims, Endowments, Dividends, Etc.....4,740,340  
Amount added to the Insurance Reserve Funds.....2,121,307  
Net Interest Income from Investment.....1,964,050  
(\$642,638 in excess of the amount required to maintain the reserve)  
Actual mortality experience 53.44% of the amount expected.  
Insurance in Force.....\$223,116,887  
Admitted Assets.....43,222,328

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#### FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet

**"Suggestions for Increasing Your Income"**

and would be pleased to send a copy to every Life, Fire and Accident Agent in

Ohio, Illinois and Kentucky

## Rates Reduced

Premium rates reduced September, 1920

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open in Iowa.

Write for information.

LOUIS H. KOCH, President

**National American  
Life Insurance Co.**

Burlington, Iowa

enthusiasm to his students. Mr. Sennette said that if selling could not be taught, no improvement in life insurance work would be possible. He cited the success of the Carnegie School at Pittsburgh and the correspondence courses issued by a number of prominent life companies. His paper was discussed at some length.

#### Banquet Features

Vice-President Baker presided as toastmaster at the banquet held on the evening of the first day. The principal talk was made by J. C. Staples, general agent at Philadelphia. There was a dance at the conclusion of the dinner.

As retiring president of the "Big Tree Club," R. L. Coleman was presented with a beautiful gold watch at the banquet. James L. Collins, superintendent of field service, made the presentation address. Mr. Coleman is very popular among Pacific Mutual men. Douglas Malloch, the well known lecturer and newspaper man, gave a very entertaining talk. There were about 280 at the banquet and at the regular business sessions there was an average attendance of about 200.

#### Baker and Connell Talk

At the afternoon session on the second day, Danford M. Baker, vice-president, read the pamphlet prepared by Actuary A. G. Hann, entitled, "Permanent Total Disability and Net Cost." Mr. Hann's material was put together after a considerable study of the subject and the paper proved most interesting. Clancy D. Connell of Philadelphia, spoke on "Monthly Income Life Insurance." Mr. Connell told briefly of the attractive selling points in connection with the monthly income contract, and closed with the sales talk that he has found to be the most compelling.

#### Dr. Humphrey's Address

Assistant Medical Director V. A. Humphrey told "Why We Can't Take Them All." Dr. Humphrey said that the Pacific Mutual could not pass favorably on all applications because it was not a substandard company, and because agents in the field did not exercise enough care in selection. He said that agents themselves can do much to reduce their rejection records. He cited the case of one Pacific Mutual agent who wrote business for the company for ten years without a declination. Dr. Humphrey stated that a great deal of underwriting can be done by agents in the field, and that delays in the issuance of applications can also be remedied by agents who are willing to take the time to see that all of the papers forwarded to the home office are properly filled out, legible, and executed in the manner desired.

Superintendent of Field Service Jas. L. Collins concluded the program with his talk on "What Is It that Makes Men Buy Insurance." Mr. Collins told of his own experiences in life insurance work, cited typical cases, and explained the motive that had moved several prospects to put their names on the dotted line.

#### Kingore and Smith Talk

F. S. Kingore of Chicago was the first speaker at the closing session, he having as his subject, "It Pays Five Ways." Mr. Kingore discussed the Pacific Mutual's full cover life and disability contract. He was followed by F. S. Williams of Louisville, Ky., who discussed, "Every Claimant a Booster." Mr. Williams told how helpful in rounding up new business some claimants may be when they are properly handled.

Jens Smith, general agent at Chicago, told of "Some Soliciting Problems We Have Solved." An open discussion followed during the course of which a number of business building plans were presented by various agents. Sam Garber of Cleveland was the last speaker, with a talk on "Human Interest Soliciting."

Ran B. Schlatter of Greenwood, Miss., led all of the agents of the Lamar Life in paid-for business the first six months of 1922, with a total of \$260,000.

## NONCANCELLABLE PLAN SUBJECT OF DISCUSSION

Some Companies Are Not Pushing  
This Form of Contract  
Enthusiastically

### AGENCIES SLOWING DOWN

Attempt Is Made to Develop Salesman-  
ship Experts Who Can Handle  
the Line Successfully

The companies writing noncancellable health and accident policies find that the production of business is largely coming from agents who are able to sell these contracts on their merits. When the companies started to write these policies the rates were very low. They were written really below cost. At such a price it required no salesmanship to interest a man in such a contract. All he needed to be told was the price and the coverage. It was a most excellent buy.

The companies found that they were loading themselves up with potential liability at a low price that might later on prove most expensive.

#### Rates Were Revised

Agents got a taste of blood at that time and made some good money out of selling noncancellable insurance. Then the companies revised their rates drafting a rate table very much like life insurance, the rates being graded according to age. From age 40 up the rates were increased very much. Commissions were reduced and that had a tendency to check up production. Under the present plan, most companies are paying agents about 25 percent first year's commission and then give a renewal of 7½ percent to 10 percent for a limited number of years, usually four or five. This naturally is very different from the practice of compensation in writing ordinary health and accident. There the renewal commission is as large as the first year, the figure ranging from 25 to 40 percent. The general agent or supervisor gets about 10 percent more than the producing agent. The aim of the companies was to get the acquisition cost down to a normal figure and have the system based as nearly as possible on that used in life insurance.

#### Did Not Take to Lower Pay

The agents that have been accustomed to getting fat commissions for accident and health insurance did not take very kindly to the new schedule of compensation. It means that the companies will have to get noncancellable accident and health specialists who appreciate the field for this insurance and who are satisfied with the pay at the start. Many agents have made the mistake of selling noncancellable insurance on about the same grounds that they have the ordinary disability coverage. Noncancellable insurance primarily is calamity insurance. It is indemnity taken to cover the worst that may happen.

Companies that are writing this class have had several evidences of its usefulness where a person has become totally disabled by accident or disease and his policy benefits have come in mighty good play. Some life men sell quite a bit of noncancellable accident and health insurance as a companion policy to the life policy. After all this form of insurance is most adaptable to life insurance arguments. It is a form of personal insurance and the life people are selling that kind.

As a brokerage proposition noncancellable insurance has not made

much of an appeal. The brokers have not taken the trouble to study it, learn the arguments for it, nor have they done much to push it because of the lower commissions. Some life men feel that the total and permanent disability clause of their life policies will serve the same cause as the noncancellable health and accident contract and hence believe that when they have sold a man a life insurance with a liberal total and permanent disability clause, they have gone far enough. The noncancellable health and accident policy, of course, means that much more income in case of a major catastrophe.

#### Two Companies are Active

Some of the companies are not pushing the noncancellable policy to any great extent. Their agents are not warmed up to it. The Pacific Mutual and the Continental Casualty are the two companies writing the bulk of this insurance. The Pacific Mutual agents this year have not written the amount in premiums that they did a year ago. The Continental Casualty people show some increase. The Connecticut General Life is making a stab at the business, but the Travelers and Aetna Life seemingly are not very enthusiastic about it.

#### Handicapped by Early Practices

Unfortunately the noncancellable business is handicapped by some of the early practices. The very low price at which it was first sold, the fight that developed between the Pacific Mutual Life and the Travelers, resulting in the Travelers cutting the Pacific Mutual Life's rates in two; the fact that the Continental Casualty got in the game and used the low rates of the Travelers, the higher commissions that were paid agents, the severe medical selection by some of the companies that wanted to discourage writing the business at low rates, all had an effect in subsequent production.

Agency men who have studied the noncancellable proposition very carefully feel that satisfactory progress has been made in attempting to use the present agency organization. Some men who produced comfortable volumes of life and accident insurance have been able to develop good noncancellable accounts. Many of the accident and health people, however, feel they can make more in selling the cancellable policies, as the commissions are higher. They only sell noncancellable when they have to, and to meet competition. The agency men feel that it will be possible to develop a set of noncancellable salesmanship experts who specialize on that class. Many men are using the noncancellable accident and health policy as an approach to a man in order to lead up to life insurance. They can always get a hearing and it has been found to be advantageous as a forerunner of life insurance.

#### Des Moines' New Insurance Buildings

Work is progressing rapidly on two of the new insurance buildings now in process of construction in Des Moines. The new Western Life building will be ready this fall, it is believed. The new Insurance Exchange is also making progress and the pour of cement and placing of steel is being done. It is hoped to have this ten-story structure done by April 1. The new Liberty building, which will house the Bankers Life, will start this fall, as will also the new Equitable of Iowa building.

#### Had Record Breaking June

President John M. Stahl of the Farmers National Life of Chicago says that notwithstanding the unsatisfactory business the first of the year, due largely to adverse weather conditions, the company was able to make June the largest month in its history. The long severe drought in the corn belt affected the production of business, but even in spite of these adverse conditions the agents of the company were able to break the record.

## MEDICAL MAN'S VIEWS

### COMMENTS ON SUBSTANDARD

**Says Smaller Companies Should Work Out Plan for Automatic Distribution of Liability**

NEW YORK, July 18.—A medical director of some prominence in the east said the other day that substandard business can never be written by the smaller and more moderate sized companies except under some such plan as that proposed by the American Life Convention. That is, the small company cannot safely enter the substandard field with a perfect assurance that it is going to get an average and normal experience. In discussing the substandard business as it relates to the smaller companies this medical man says: "The New York Life has had a very fair mortality experience upon its substandard risks because of the big volume of business that comes into its home office every day. It is getting an average. It is writing substandard business all over the country, and taking every conceivable kind of under average case. Its volume is so heavy that it strikes an average."

#### Does Not Get Average

"The small company can never do this. It may write a few substandard cases and sustain a very disastrous experience. It then has to retire from the substandard field, or so restrict its substandard writings as to be of practically no service to its agents' force. It is certainly a fact that the small company with comparatively limited assets cannot freely take heart, cancer or tubercular cases. The surplus of the small company is not large enough to permit it to take chances where there is a serious impairment. If the American Life Convention companies can work out some plan as has been suggested it may mean that they can jointly pool their experience, and that out of the figures submitted some safe and sane table for the writing of substandard cases might be evolved. At first blush I am of the opinion that the scheme will not work. It is my opinion that no table for the writing of substandard business can be worked out that will adequately protect the small companies."

#### Uncertainty of Business

"The substandard case does not run true to form. The man with an impairment brings a company an experience that is not expected. The most elaborate compilation of statistics will not guarantee to any company that an impaired risk that it may write will live any given number of years. Of course, the same might be said of the perfectly normal case, but the great difference is that where a company writes nothing but standard business it is possible to strike an average even though a limited number of lives are written. This cannot be said of the substandard cases. Thus a company might write 1,000 substandard cases and get an experience not at all representative of substandard business as a class. This could hardly happen with standard risks. I am firmly convinced that substandard business can only be written with safety by companies with large resources that are able to meet unusual and unexpected losses without serious financial injury."

#### Favors Pooling Lines

"If the American Life Convention companies were going to work out a plan for writing substandard business through some sort of a pooling arrangement I would have some enthusiasm for the plan. If there were to be an automatic distribution of liability of substandard cases among all American Life Convention companies, then the losses could be divided among the en-

## The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reasons for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

We would like to hear from several good men for important field positions

**Inter-Southern Life Insurance Company**  
JAMES R. DUFFIN, President LOUISVILLE, KENTUCKY

## The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

**WESTERN RESERVE LIFE INSURANCE CO.**  
J. H. Leffler, Acting President John W. Dragoo, Secretary Harry H. Orr, General Counsel  
MUNCIE, INDIANA



## George Washington Life Insurance Company

*A Definite Territory  
A Liberal Contract  
Low Premium Policy Contracts*

Opportunities open in West Virginia, Ohio, Kentucky, Tennessee, Virginia, North Carolina, South Carolina and Georgia. Address:

ERNEST C. MILAIR, Vice President and Secretary

## SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, President

ROOKERY, CHICAGO

INSURANCE IN FORCE DEC. 31, 1921 . . . \$37,100,961

Assets . . . 4,442,069

Payments to Policyholders since Organization . . . 3,727,743

Exclusive General Agencies for Minneapolis, St. Paul and Duluth, direct with the Company.

*Openings for General Agents and Managers in Fifteen States*

Address S. W. GOSS, Vice-President and Manager of Agencies

## MAKING MONEY

That DETROIT LIFE Agents are making money is evident from the fact that during the first six months of 1922 Detroit Life Agents wrote \$7,885,000 of new business in Michigan.

This is an increase of 40 per cent over the same period last year. In June, DETROIT LIFE Agents wrote \$1,808,000 of new business in Michigan.

There are some very fine agency opportunities with the Detroit Life, especially for experienced agents. Can also use a few part time men. Home office co-operation assures success.

M. E. O'BRIEN, President.

## New England Mutual Life Insurance Company

Boston, Massachusetts

New Insurance Paid-for, 1921 . . . \$ 82,072,020  
Gain in Insurance-in-Force . . . 48,641,846  
Total Insurance-in-Force . . . 609,415,082

*New England Agents Write Persistent Business*



### 17,651 CLAIMS PAID IN 1921

Most of the 17,651 claimants to whom we paid indemnity of \$1,107,718.38 for loss of time from injuries or illness are still adding regularly to their life insurance. These drafts are delivered by our own salesman ready to avail himself of a cordial introduction to the claimant's friends, or to provide the claimant himself with the additional life protection he intends to take sometime.

We can use more good men to help deliver the 20,000 claim drafts we will issue during 1922. If you want to make MORE MONEY a letter with satisfactory references will bring you full particulars.

**BUSINESS MEN'S ASSURANCE COMPANY**  
W. T. GRANT, President KANSAS CITY, MISSOURI



### To the Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE

For Contracts and Territory, Address

**H. M. HARGROVE - President**  
Beaumont, Texas

Rates per \$1000.00, age thirty, includes Double Indemnity for accidental death from any cause and a premium waiver with \$10.00 monthly income disability.

Ordinary Life.....	\$21.02	Endowment Age 50.....	\$44.82
20 Payment Life.....	31.12	Endowment Age 55.....	33.15
20 Year Endowment.....	44.82	Endowment Age 60.....	29.52
Coupon Bond.....	35.71	Endowment Age 65.....	25.78
Endowment Age 85.....	22.37	Endowment Age 70.....	20.42

District Manager wanted for Cincinnati and surrounding territory.

**THE GEM CITY LIFE INS. CO., Dayton, Ohio**



## Southland Life Insurance Co.

DALLAS, TEXAS

The Progressive Company of the South

HARRY L. SEAY, President

## Philadelphia Life Insurance Company

If you live in Illinois and if you desire to establish a Local General Agency in your city,

ADDRESS

Manager of Agencies or **Michael Montague, State Agent**  
111 No. Broad Street Philadelphia, Pa. 1416 Mellers Building Chicago, Ill.

### CONSERVATION OF BUSINESS

We are reinstating, revamping and cleaning up indebted policies for a number of Life Companies, thus standardizing and conserving the business, increasing the income, preventing lapses, and keeping the policyholders satisfied, and at practically no expense to the Companies.

Our references cover eighteen years of satisfactory service, and we respectfully solicit your patronage.

**THE OTIS HANN COMPANY, Inc.**

10 So. LaSalle St.

Chicago, Illinois

"Easy to read, easy to digest, easy to remember, easy to put at work making dollars for me"—thus writes a buyer of "Easy Lessons in Life Insurance," a text and review book with quiz supplement. \$1.00. The National Underwriter Company, 1362 Insurance Exchange, Chicago.

tire membership, and no one company would be seriously affected by an unfavorable experience on substandard risks. If the companies belonging to the American Life Convention want only to arrive at some sort of a mortality table, they have to look no further than the New York Life. That company is perfectly willing to give out all of its data and statistics and tables regarding the writing of substandard business, and it knows more about mortality experience with under-average cases than any other life underwriting institution in the world. It seems to me that what is needed by the more medium sized companies is a pooling arrangement under the terms of which all of the smaller companies can write substandard business, but with the liability distributed among a large group of companies which might automatically assume a portion on each case written."

### Dickey Sets New Records

The Philadelphia Agency of the Mutual Life of New York reports another "best" month. June applications exceeded those of any previous month in the history of the agency, according to Manager James M. Dickey, and applications so far the present month bid fair to exceed the record of 210 for June, which was double that of June, 1921. Some time ago Mr. Dickey announced that, so far from slumping during the summer months, his agency was determined to work up toward August as the banner month of the year, on the ground that insurance agents meet with less competition during the hot season and also meet with less psychological resistance on the part of the prospect. The work required of the underwriter is somewhat harder during this season, however, but the rewards, Mr. Dickey maintains, far overbalance the additional exertion.

### Richardson Suit Set

The suit of Mrs. Leona Sailstad-Richardson at Superior, Wis., against insurance companies for \$65,000 carried on the life of her husband, Edward Sailstad, who has been missing since a fire destroyed his summer cottage at Lake Nebagamon in August, 1920, has been set for the latter part of August by the federal district court. The insurance companies are attempting to locate Sailstad, believing that the body found is not Sailstad's and that he eloped with his stenographer.

### Umpire's Job Non-Hazardous

Strange as it may seem, baseball umpiring has been set down as a non-hazardous profession by the Knights of Columbus. The question as to whether hazardous rates should be fixed for umpires was raised when a minor league official applied for membership as an insurance member of the K. of C. It brought forth the official decision contrary to the traditional danger of the umpire's calling. Some time ago the Knights put boxing and wrestling in the non-hazardous class.

### Woods Agency's Outing

Two hundred representatives of the Edward A. Woods agency of Pittsburgh, with their families left for Bemus Point last week and were joined by 100 more this week for their twenty-fourth annual outing. William Downey is in charge. A feature of the event will be a field day under the leadership of O. K. Price. Following the outing there will be a three-day educational conference, which will be attended by the New York executive officers of the Equitable Life.

### Wimbish Is Promoted

C. C. Wimbish, who has been agency department secretary of the Southern Life & Trust, has been put in charge of the ordinary accident and health department of the company.

The American Bankers of Chicago is being examined by the Illinois department.

### FARM CONDITIONS IMPROVED

#### Iowa Agent Reports Less Sales Resistance in Rural Regions Than for Several Years

W. A. Hinshaw, salesman in Iowa for the Bankers Life of Iowa, reports that the farmers of Iowa are now offering less sales resistance than at any time during his six years of work among them as a Bankers Life salesman. He says that they have enough money to pay for insurance and not enough to feel safe without it. He also says that after the financial depression of past months the farmers seem proud of the fact that they have enough money to pay cash for their insurance as they buy it. Mr. Hinshaw sold \$62,500 of insurance to Iowa farmers during the first six days of July and received over \$1,100 in cash with the applications.

### Pacific Mutual Club Elects

Horace R. Hunter has been elected president of the Pacific Mutual Life Service Club at San Francisco. The club meets every Monday morning to discuss general business conditions and methods of obtaining more business. Miss L. Babcock was elected vice-president and Joseph A. Hanson, secretary-treasurer. Outside speakers will be a feature of the weekly program.

### Michigan Mutual in New Jersey

The Michigan Mutual Life has re-entered New Jersey. It withdrew from the state in 1907. It will operate that portion of New Jersey adjacent Philadelphia from its office there and will establish other agencies in the state to cover the rest of the territory when suitable representatives can be secured.

### Plan Is Abandoned

It is stated that G. R. Rhoads, who has been engaged in organizing the National Union Life of Long Beach, Calif., has abandoned the plan. Mr. Rhoads is now located in Los Angeles.

### Licensed in Wisconsin

The Continental Assurance of Chicago has been licensed in Wisconsin.

### Life Notes

The eastern division \$125,000 Field Club of the Mutual Life held its annual convention at Portland, Me., July 18-19.

E. S. Ashbrook of Chicago, vice-president of the North American Life, is touring the southwestern department.

The Columbus Mutual Life is now arranging for its annual agency convention Aug. 16-18 at Cedar Point in Lake Erie.

William Downey, assistant to Superintendent William M. Duff of the Edward A. Woods agency of the Equitable Life at Pittsburgh, Pa., has been elected to the board of directors.

Gaylord Davidson, star producer of the Shenandoah Life, is spending several weeks with his family at Inwood, Plaquemine, Minn. Mr. Davidson is taking a much needed rest after leading the Shenandoah forces every month but one for over a year.

Perceval Drayton, Philadelphia Insurance broker connected with the Penn Mutual Life, of which his father was at one time vice-president, died recently, at the age of 52, following an operation at Johns Hopkins Hospital, Baltimore, eighteen months ago, from which he never recovered.

R. G. Laatsch, a salesman in the C. M. Lord agency at Chippewa Falls, Wis., for the Bankers Life of Des Moines for several years, is motoring across country with his family to San Francisco where he expects to work for some time as a member of the A. F. Smith agency for the Bankers Life in that city.

Succeeding William D. Love, who died suddenly several weeks ago, Berry H. Breese has been appointed cashier of the Columbia, S. C., office of the Mutual Life of New York. Mr. Breese goes to Columbia from the Baltimore agency of the company with which he has been connected for some time as assistant cashier.

Alfred T. Schaeffer, special agent for the Northwestern Mutual Life at Kansas City, has returned from attending the commencement of his son, Harry K., at Williams College. Young Schaeffer was editor of the "Williams Record," the college newspaper. Mrs. Schaeffer accompanied her husband, and is still in the East.

# MODERN BUSINESS GETTING METHODS

## Get "Mother" Interested; Then Selling Of Educational Policies for the Boys Should Be Easy Matter for Life Agent

GETTING "mother" to put her shoulder to the wheel, thereby helping agents write more life business, is the plan of Alfred T. Schaffler, special agent for the Northwestern Mutual Life at Kansas City, Mo. The policies written may not be startlingly large ones, but added together business of this type can mean much to an agent.

### Prospects Looked Poor For Making a Sale

Mr. Schaffler tells a story of a recent insurance sale on this line which he made. The head of the family was a man of moderate circumstances, owner of a store which offered him and his wife and three boys a moderate living. Some years ago, Mr. Schaffler had sold the man life insurance, but now that some time had passed, the agent thought it time that the man carry more insurance with his company. He returned and found that in the five years which had intervened things had not been going well. Business had been poor with the man, and was only beginning to take on life. The man and his wife were not interested in adding to their obligations. They felt that they were getting into that stage in life when what they spent should go for their comfort. Prospects looked rather barren to the insurance writer.

### "Hook" on Which to Hang New Policy Appears

After engaging in a conversation, the "hook" on which the agent could hang a policy began to loom up.

The mother mentioned the fact that the three boys would soon be ready for college, and that she had three savings accounts which were to help defray their expenses when they were ready to go to university. One would be ready in three years, one in five years and the other in eight years. Mr. Schaffler knew that when a mother was ambitious that her children get higher education, and when she had set that as her goal, she would usually make any sacrifice to attain it.

### Protection for Mother to Realize Ambitions

This agent seized on this as the point on which this family could be appealed to for additional insurance, for he felt that if the mother's ambitions were to

be realized, she should be protected. He put this up to the father and mother. With the help of the father, the boys would be able to go through school and get their educations. The insurance man painted the condition which would result if the father should die and leave others to manage his business. The boys would probably be unable to finish their educations.

He suggested that by making moderate deposits with a life insurance company out of the father's earnings, the education of the three sons and a living for the mother would be assured, in the event of the father's death. It would mean that the load of responsibility which would fall on the mother in this case would be eased. An insurance policy would mean com-

fort to everyone concerned in the family.

Mr. Schaffler was given permission to write three policies, each with the mother as beneficiary and with one of the boys as contingent beneficiary. The premium and interest, in case of the father's death, were to pass through the hands of the mother, a competent manager of the boys. The policy was so arranged that no interruption would result even in the event of the mother's death, for the premium was in that case to be paid to the boy's guardian.

The policies were so endorsed that a trust fund option would apply during any period between the death of the father and the year in which the son in question was to be ready for college. Right of surrender was withheld.

By showing these parents the uncertainty of the education which their sons would receive without the protection of the policies, Mr. Schaffler sold additional insurance to a family which under other circumstances would have opposed additional insurance.

## SELLING MONTHLY INCOME INSURANCE

Clancy D. Connell of Philadelphia Says Successful Producer Must Get Rid of Old Lump Sum Idea

CLANCY D. CONNELL, one of the leading agents of the Pacific Mutual Life at Philadelphia, Pa., gave an interesting talk on monthly income life insurance at the meeting of the "Big Tree Club" of the Pacific Mutual in Chicago. Mr. Connell said that agents who are not producing a good volume of monthly income business are failing to write this form of contract for the reason that they have the old lump sum in their minds. Mr. Connell declared that until an agent can forget about a designated amount of life insurance and the premium that it carries with it, there can be only a small production of monthly income business.

Mr. Connell said that in presenting a monthly income proposition the flat amount of insurance involved should not be mentioned. If it is, it puts the canvass back on the old basis, gives the prospect the idea that he is simply being solicited for a stated amount of additional insurance, and the whole attraction of the monthly income idea is gone. Mr. Connell said in amplifying his ideas on this question: "If your prospect asks you how much insurance you are trying to sell him, tell him \$100 a month. Do not mention \$10,000 or \$20,000 or any other specified sum. Stick to what you are trying to sell him. If you are talking \$100 a month, do not mention any other amount of money except the premium that you are going to collect from him. Monthly income life insurance is one thing, and lump sum life insurance is quite another. Do not confuse them. They do not mix. I have never been able to put them together successfully. In fact, my whole canvass for monthly income insurance is on an entirely different basis."

"Here is what I tell a man: 'Now, Mr. Smith, quite apart from any other insurance that you may now be carrying, wouldn't it be a mighty fine thing if you could make an arrangement whereby your widow would be able to have a regular monthly income, just like a salary, of \$100 a month for the rest of her life? I know that you are now carrying several thousand dollars' worth of life insurance. I know that you took it out to cover specific needs. But this thing that I am offering to you now I want you to consider entirely

apart from any of the rest of your life insurance. This is a plan for providing your wife with a straight salary guaranteed for life after you have gone. It is the one way that you can be absolutely certain that your wife is going to have all the money that she needs after your own income has stopped."

"I want you to see this. You are working out a plan now that will do everything that you want it to do, providing you live. You are building up a reserve for yourself. You are planning to properly educate your two children. You are trying to live just a little better each year, and as you go along all of your plans will work out if you live. But if you don't, all of this will be cut short. The life insurance that you have will take care of things for a time, but how far will it really go? Figure it out for yourself sometime. You know how much you are carrying and I don't. If its \$10,000 what could that amount to toward caring for your children until the time they are ready to go to school, and then what about sending them through school? If you will arrange for this salary for your wife that I am talking about, and it is really nothing less than a salary, all of the life insurance that you now have can be kept practically intact and this salary can take care of current needs."

"In your own acquaintance, there must be at least two or three women that you know whose husbands died a few years after marriage. You have seen these women struggle along for a time. They have kept their little family together and done the best they could with the funds they had to work with, but finally they have come face to face with realities that could not be dodged. It may be a delicate thing to mention, but isn't it a fact that most second marriages are made for economic reasons?"

"There is no other life insurance policy like this one. It is designed for a specific purpose. For every dollar that you deposit with us in keeping this contract in force, we will guarantee to pay your widow at the rate of \$3 a month. If you try to accomplish the same thing yourself through a savings bank account, it will take you 24½ years."

## Power to Make Decision Should Be Emphasized

F RANK W. BLAND of New York, associate manager of The National Underwriter, in a talk before the editorial and business-getting forces of the organization gave some suggestions along selling lines that are most valuable to men in the insurance business. Mr. Bland has made some researches into causes of business failures. He finds that one of the most definite causes and one responsible for as many failures as any other is the lack of decision. Mr. Bland made the following comments:

"I always have my suspicions of a man who cannot reach a decision and who is wabby. He wants to put definite action off. Such men always tell you to come back sometime later on. They do this simply because they are afraid to come to a conclusion. They waste their own valuable time and that of other people by this process. The man who is decisive, who can cut through the underbrush, who can reach the light without wandering here and there is the man who is destined to succeed. You have noticed this trait of character as you have been in line at a cafeteria. A person will stand before the various dishes looking at all of them, holding up this one or that one and taking a long time to decide what he wants to eat. He holds everybody else back in the line."

### Faculty Can Be Cultivated

"I believe that the faculty of reaching a decision is one that can be cultivated. Certainly the contracting of the habit of postponing or putting off or not being able to reach a decision is a disintegrating one. When a man begins to show indecision when I am selling him anything, I always am frank to tell him that he certainly has reached some conclusion as to the goods I have placed before him. He either is convinced that what I am trying to sell him is of little or no value to him or at least is not worth the price that I am asking, or he believes that it is of value and that he will get his reward out of it. There is no use of further delay. I admire the man who says, 'No,' if he means it. If what I have to sell does not appeal to him and is not going to be of value to him, I want him to tell me at once and not 'string' me along. He will not offend me in the least if he says, 'Yes.' I would rather have a decisive answer from a prospect and not lose valuable time in going back to see him and again be put off, simply because the man has not the courage to come to a decision."

### GLEN BUCK SAYS

That if you think more, you will knock less.

That you've got to tend the patch before you cut the melon.

That you should so live that you don't have to prove an alibi.

That the easy task becomes hard when it is done with reluctance.

That industry is the only coin acceptable at the gate of success.

That the other fellow's grouch is a poison that can't hurt you—unless you swallow it.

That the man who hasn't the capacity to understand is the only one who ever scoffs.

That if you want to sell more goods, learn more reasons why people should buy them.

That you can't monopolize success—for, like love, the more you take of it the more there will be for others.

### THE SPIRIT OF ENERGY

Every strong man is charged with latent Energy. Once put this Energy fairly at work, and it will enable you to reach the higher results to which you aspire.

Cultivate by every power of concentration you possess the Spirit of Earnestness that gives Ardor and Enthusiasm; the Spirit of Joyous Activity that supplies Vigor and Courage; the Spirit of Contest that brings Zest and the delight of Triumph; above all, the Spirit of Determination that laughs at Obstacles, that scorns paralyzing Timidity, that faces the problem of the present hour with Confidence in the power of your Message, and with trained Ability to give that Message the Vital Force which you know it holds!—New England Mutual Pilot.



## Provident Life Insurance Company

Bismarck, North Dakota

Insurance in Force, \$13,500,000

H. H. STEELE, President  
C. L. YOUNG, Vice-President  
J. L. BELL, Treasurer  
F. L. CONKLIN, Secretary  
H. B. BEACH, Asst. Sec. and Actuary  
W. H. BODENSTAB, Medical Director

"THE COMPANY OF CO-OPERATION"

## DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family!  
Any plan, any age, either sex!

This is a service our men appreciate these days.

If it appeals to you, write

HOME OFFICE  
DES MOINES (R.T. Bldg.) IOWA

TERRITORY  
IOWA SOUTH DAKOTA

## Capable Policy-Placers

Can always find a satisfactory opportunity for work with this Company in good territory—men who can collect the premiums as well as write the applications. Why not make inquiry now?

Union Mutual Life Insurance Co.  
PORTLAND, MAINE  
Address: ALBERT E. AWDE, Supt. of Agencies

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual values, makes an Insurance Proposition which in the sum of all its benefits, is unsurpassed for net low cost and care of interest of all members.

## The Penn Mutual Life Insurance Company of Philadelphia

On January 1, 1920, Rates Were Reduced and Values Increased to Full 3% Reserve.

## RETURNS FOR 1921 IN OHIO

Department Figures Show Great Strides in Business During Year, 108 Companies Reporting

There were 108 life companies reporting to the Ohio department in 1921 as compared with 96 in 1920.

The ordinary life business in force in Ohio on Dec. 31, 1921, was 1,075,654 policies carrying \$2,122,767,188, an increase of \$193,506,717 of insurance in force over 1920. The premium income for 1921 was \$69,653,449. Industrial business in force in Ohio was 3,749,723 policies, carrying \$552,250,313 of insurance, an increase of \$40,411,998 insurance in force over 1920. Ohio group insurance in force was 825 policies carrying \$113,572,439 insurance compared with 384 policies carrying \$129,669,882 insurance the previous year, an increase of 441 policies and a decrease of \$16,127,443 of insurance in force.

## Good Gains in Missouri

J. F. Barr, Missouri supervisor for the Kansas City Life, reports that Missouri business for 1922 is going to show an increase over that of 1921. In May, 1922, \$102,000 more business was written than in the same month last year. In June of this year, \$90,000 more business was written than in June, 1921. Mr. Barr feels that there is a steady improvement in conditions, and that there will be a good gain in total business of this year over that of the past year.

The recent very heavy rains which damaged crops in some parts of the state have tended to slow up business somewhat. In that agricultural section whatever has an effect on the crops has a direct effect on all business of the state, and the insurance business is a good barometer of conditions in other lines of work. The storms will not, however, affect the gain which the Kansas City Life feels it will get in Missouri business this year.

## Five Million in Six Months

For the first six months of the year, the Southern California agency of the Equitable Life of New York produced \$4,841,331 new business, an increase over the same period last year of over 21 percent. The production for June was over \$1,000,000. July has been designated as "Appreciation Month," in a special campaign, celebrating George A. Rathbun's 15th anniversary as manager of this agency.

## Several Want 1923 Convention

President J. L. Shuff of the National Association of Life Underwriters reports that in his visits to various local organizations he has found great rivalry for the honor of entertaining the 1923 convention. Chattanooga, Chicago, Detroit, Des Moines and Memphis would all like to have the life underwriters visit them next year. Local boosters in these cities are actively soliciting support now.

## WEST COAST OPENS BUILDING

Formal Reception Held by San Francisco Company in New 14-Story Home Office

Approximately 1,000 visitors attended the public reception of the West Coast Life of San Francisco last week when the company formally opened its new offices in its own 14-story building.

The company occupies the 13th and 14th floors, which were added to the building to accommodate its headquarters staff.

The floors were set off by numerous floral offerings from company well-wishers, including many from other life agencies in the city. Home office employees acted as guides and as a reception committee and all visitors were escorted about the offices. On the roof, making a 15th story, is a large photographic room and a handsome dining room for the employees. The roof itself is now being fitted up that members of the staff may enjoy the remarkable view of the surrounding country.

Vice-presidents Charles W. Helser and Gordon Thomson were busy all day in their private offices acting as hosts and receiving the good wishes of the many guests.

## Russell Agency's Record

The home office agency of the Pacific Mutual Life, in charge of Associate Manager J. H. Russell, during the absence of its manager, John Newton Russell, on his trip abroad, is making a determined effort to surpass all previous records in the production of business.

June showed about \$2,250,000 written. For the year to date \$14,800,000 of business has been written and plans for July contemplate the increase of this total for the first seven months of the year to \$16,000,000 or more. Last year only \$11,000,000 had been written to July 1.

## Will Enter Life Field

The Federal Savings of Indianapolis has reinsured the business of the International Business Men's Assurance of that city, which will be operated under the same management as the Federal Savings.

It is the intention to make a life insurance institution out of the International Business Men's.

## Aid in Civic Movements

Life insurance men of Kansas City are workers in all civic movements and are well represented in the organization working on the plans for a civic center there. Those named on the civic center committee of life insurance men are William Hughes, New York Life; J. P. Somerville, Penn Mutual, and A. P. Osborn, Royal Union Mutual.

## Franklin Life's Convention

The Franklin Life of Springfield, Ill., will hold its annual agency convention at the home office, Aug. 22-24.



## The Masonic Mutual Life Association

This Did Not Happen by Chance

New Insurance Issued in 1921	\$42,448,000.00
Gain in Insurance in Force	30,124,750.00
Insurance in Force Dec. 31, 1921	101,222,295.00
Assets	4,613,494.57
Increase in Assets	1,518,954.00
Increase in Reserve	1,282,156.00
Increase in Surplus	225,575.00

Unexcelled Life Insurance Protection — Lowest Net Cost  
Absolute Security — Perfect Service — Square Dealing  
A Satisfied Field Force  
William Montgomery, Pres. Homer Building, Washington, D. C.

One SECRET OF OUR SUCCESS IS SERVICE We have a contract for you under which your income will be limited only by your activities.  
A REAL PROPOSITION FOR A REAL MAN  
**FEDERAL CASUALTY COMPANY, DETROIT, MICHIGAN**  
Cash Capital, \$200,000.00 V. D. CLIFF, President

## FIDELITY LEAD SERVICE

brings the agent into contact with interested buyers of life insurance. Last year we distributed 47,604 direct leads—all interested prospects who had requested information. In 1921 this service, and Fidelity's original policy contracts, brought us within 7% of the unparalleled new business result of 1920.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$223,000,000. Faithfully serving insurers since 1878.

A few agency openings for the right men.

## FIDELITY MUTUAL LIFE

INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President

## ACTUARIES

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CONSULTING ACTUARY

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